

The NATIONAL UNDERWRITER

Life Insurance Edition

HERE'S AN *urgent* INSURANCE NEED!

THOUSANDS of conscientious employers, large and small, are alive to their responsibility for employee morale and incentive. How can the employer best help his workers build up savings for family protection and to supplement Social Security income? How can employee loyalty be improved, labor turnover reduced, and the worker's desire to "get somewhere financially" be helped along?

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Mutual Life's
MODERN
ANSWER!

THE SALARY SAVINGS PLAN with these *distinctive* features:

ELIGIBILITY: Firms with 15 or more employees. Minimum underwriting, 5 lives for a total of \$10,000.

No medical examination up to age 45 and for policies not exceeding \$5,000.

PROCEDURE: The employer sponsors the plan, usually contributing to the cost. Mutual Life's field men present the plan personally to the employees, helping them select the type policy suited to their needs. Premiums are deducted by the employer.

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MR. FRANK B. JACKSON
is Home Office Supervisor of the
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THE MUTUAL LIFE

INSURANCE COMPANY of NEW YORK

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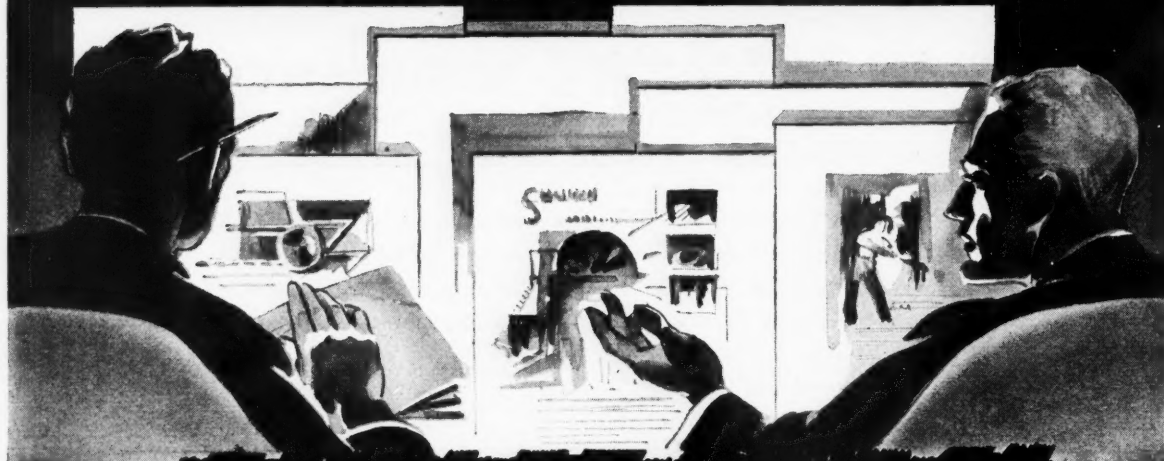
1943

OUR 100TH ANNIVERSARY

FRIDAY, OCTOBER 23, 1942

"HOW DO WE KNOW?"

—asked the President



"WE INVESTIGATE BEFORE WE INVEST" — said the advertising manager, and tells his President how the use of available facts protects their advertising investments.

President: "That's a good looking campaign. The illustrations are stoppers. The copy is interesting and to the point. Now where do we go from here? How do we *know* that the publications in which we plan to run these ads are the best ones to do the job? And then how do we know that we get what we pay for? Or don't we?"

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President: "Good. That's the way it should be. Why hasn't someone told me these things."

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TO THE RIGHT PEOPLE**

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The NATIONAL UNDERWRITER

Member of the Audit Bureau of Circulations



Ask for a copy of our latest A. B. C. report

A. B. C. = AUDIT BUREAU OF CIRCULATIONS = FACTS AS A MEASURE OF CIRCULATION VALUES

The NATIONAL UNDERWRITER

Forty-sixth Year—No. 43

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, OCTOBER 23, 1942

\$3.50 Year, 20 Cents a Copy

Wage Control Law's Effect on Insurance Eyed

May Freeze Commission Rate; Other Phases Are of Concern

There is much concern in the business over the effect on insurance of the President's executive order Oct. 3, "providing for the stabilization of the national economy." The order followed passage by Congress of the wage-price control bill designed to curb inflation.

A number of important questions immediately presented themselves to the insurance people. The language of the President's executive order itself threw light on some of these. Others will have to wait for interpretation.

James F. Byrnes, economic stabilization director, as one of his first acts in his new position arranged to bring all salaries in the country under federal control. Salaries under \$3,000 and salaries up to \$5,000 which are covered by wage agreements will be regulated by the War Labor Board. Salaries above \$3,000, other than those handled by the WLB as part of wage agreements, will be controlled by the Treasury department. Byrnes has approved a regulation exempting systems of special merit and promotion by length of service from the wage provisions of the executive order, and has exempted employers with not more than eight employees. He also asked for, and the House has passed, a bill establishing control over commercial rents.

Rate of Commissions

The question of commissions came up at the American Life Convention in Chicago recently. Wayne L. Morse, public member of the National War Labor Board and dean of the University of Oregon law school, in reply to a query put to him said that under the terms of the bill and the executive order the rate of insurance commission cannot be raised without the permission of the labor board. This would have wide effect throughout the insurance business. However, the interpretation on this point when it is officially made may not be so restrictive.

The order itself makes a clear distinction between wages and salary, a point that was of concern to insurance people. In title VI, section 2, it states: "Salary" as used in this order means remuneration for personal services regularly paid on a weekly, monthly or annual basis. This qualifies practically all remuneration paid by insurance offices as "salaries." However, a few persons in the insurance business are paid on a "wage" basis; that is, by the hour or day. Some adjusting and field work is paid in this way.

It has already been made clear, however, that blanket increases to groups of

(CONTINUED ON PAGE 18)

Rendering Service Is Key to Sales

McMillen Points Way to Get Agents Out of Slump

NEW YORK—An intensive service program was urged by C. L. McMillen, general agent Northwestern Mutual Life, before the Midtown Managers Association as a means of getting agents to realize their responsibility and to get them out working.

The continuance of old insurance policies without war clauses is of the utmost importance to the policyholders and their families, he declared. Some agents have had as high as 50 percent of their policyholders entering military service. The chief problem in connection with assured going into military service is how much of their civilian life insurance can be continued with the minimum outlay and how to insure that a maximum amount under the policies will be paid under present conditions.

Check List Used

The McMillen agency has prepared a check list of 26 items to use in analyzing the life insurance of men entering the service. These include: War and aviation clauses, automatic premium loans, policy loans, term insurance—whether it should be converted now, review of options, effect of lapse, double indemnity and premium waiver provisions, existence of soldiers' and sailors' civil relief act, etc.

It is important to consider where the policy will be kept. Mr. McMillen favors a safety deposit box, giving the wife access to the box and limited power of attorney which enables her to execute assignments, execute automatic premium loan privilege and the privilege of making changes in beneficiary designations.

Limits of Service Cover

National Service Life Insurance may be applied for within 120 days of going into the service. However, it does not do the same job as private life insurance and its policy provisions are relatively narrow. Only close relatives may be named beneficiaries and fiancées may not be included. Mr. McMillen quoted extensively from the "Diamond Life Bulletins," pointing out some of the limitations. For example, National Service Life Insurance may not be assigned to creditors or made payable to the estate of the assured. The benefits are smaller for the widow if she is over 30 than if she is younger than that, he pointed out.

Wife's Service Valuable

Mr. McMillen suggested that insurance be placed on the wife's life. Her services will be of more value to the children when the husband enters military service. The selectee will also lose



C. L. McMillen

Coordinating Group Goes into Action

Each Insurer Designates One Person to Deal with Government

The Insurance Coordination Committee, which is devoted to providing in behalf of the life insurance industry the most effective possible contribution to the war effort, has already taken action in several directions in addition to making available selected groups of agents to sell series F and G war bonds for the Treasury.

The committee is arranging for each company to designate one person to handle all correspondence from government agencies relating to insurance questions. This, it is believed, will expedite dealings with the government. Also the committee is supplying the insurance companies with information as to various agencies and individuals in the government that should be addressed on various subjects.

Technical Committee Being Set Up

A technical committee is being set up to aid the government in treating various questions that arise in connection with war clauses, disability and double indemnity provisions and the like.

The committee is urging the companies to instruct their local real estate managers to cooperate to the utmost in the scrap salvage campaign.

his social security and group insurance benefits.

A life insurance man certainly is assisting in financing the war effort, Mr. McMillen declared. In 1941, \$4 for every \$1 of new premiums received by life companies was invested in government bonds and in 1942 the figure was \$10 for each \$1 so received. "Life insurance is a detoured investment in war bonds," he asserted.

Mr. McMillen cited passages from President Roosevelt's recent radio address on the factors that are needed to win the war, applying them to the life insurance business. Life insurance men do not have the inner satisfaction which comes from doing the best they know how in meeting today's sales problems. A second front is needed right now and an army is required to service men remaining in business.

Service Gets New Business

Mr. McMillen said he is convinced that a service investment and not a direct investment is the way to get new business. The President mentioned a war of nerves. There has certainly been one in the life insurance business.

The market has almost doubled for those who remain home. Mr. McMillen said he wants all of his men in the business or he wants them out. He is determined to give policyholders the benefit of someone's service, regardless of the originating agent, if the latter has neglected his policyholders.

The President mentioned that he was impressed by the work women were doing. Mr. McMillen said that he had a campaign in his office to cultivate women prospects. He has also installed

(CONTINUED ON PAGE 18)

Announce Program for Joint Meeting in Chicago

Annual Gathering of Research Bureau and Life Agency Officers

HARTFORD—The first general session of the joint annual meeting of the Association of Life Agency Officers and Sales Research Bureau at the Edgewater Beach Hotel in Chicago, Nov. 17-19, will be devoted almost exclusively to discussions of the part of life insurance, and especially the agency division, in winning the war. The program will include speakers from the cooperative committee on life insurance, including the chairman of the committee, G. L. Harrison, president New York Life. The opening session will convene at 2 p. m., Nov. 17. The presiding officer will be W. S. Penny, director of agencies Sun Life of Canada and chairman Research Bureau executive committee.

There will be no general session on the morning of Nov. 17, but that morning, as well as the previous day, will see scheduled the usual business sessions of the Agency Officers and Research Bureau committees. On Nov. 16 the Agency Officers executive committee and the directors and executive committee of the bureau will meet. On the next morning, Nov. 17, there will be meetings of the committee on compensation, persistent business, and the nominating committees of the two organizations. At 12:30 p. m., Nov. 17, a buffet luncheon will be held for members and guests.

Wednesday's Program

The Nov. 18 program will open with a general session with J. G. Parker, general manager and actuary Imperial Life and vice-chairman of the bureau board of directors, presiding. This session and the afternoon session will consist largely of discussions of current problems and how they are being met by the companies. The first speaker will be V. B. Coffin, vice-president and superintendent of agencies Connecticut Mutual, on "Scientific Selection of Managers." The bureau will then present material based on a study of recruiting activities of 47 companies of the United States in May, June and July, 1942, and supplementary reports on recruiting in August and September of this year will also be covered. Wallis Boileau, Jr., second vice-president Penn Mutual, will follow with a discussion on aspects of present-day recruiting. The question of women agents will receive attention in a discussion by O. J. Lacy, president California-Western States. He will tell what his company has done to stimulate recruiting, including his company's experiment now two years old which involved setting up a special agency department division for the recruiting,

(CONTINUED ON PAGE 10)

Maclean Advocates Conservative Plan in Life Insurance Practice

TORONTO — Uncertainties as to mortality and investment experience arising out of the war indicate the necessity not only of providing sufficient safety margins in premium rates and reserves out of which to build ample contingency and special reserve funds but of conserving and supplementing the existing surplus and contingency funds through the adoption for the time being of a conservative policy in the distribution of current surplus earnings, J. B. Maclean, vice-president and actuary Mutual Life of New York declared in his address as president of the Actuarial Society of America at the joint meeting of that organization and the American Institute of Actuaries.

Policyholders Dividend Conscious

"Even under existing conditions it is to be expected that there will be some opposition to the reduction of dividends beyond what is clearly essential as from the obvious effect of lower interest earnings," he said. "In the United States participating insurance has for many years necessarily been sold on the basis of annual dividends payable in cash, while in Canada the same system has been generally followed. As a result of this system policyholders are dividend-conscious to a high degree. Great emphasis has been placed on the importance of a low net cost and on the maintenance of dividend scales, so that radical reductions in dividends are extremely disturbing to policyholders and to the field forces and are rarely made."

Past No Guide

Mr. Maclean said that past experience will be of little assistance in appraising possible future developments and effects of the war. The probable duration of the conflict, the proportion of the population which will be under arms, new and devastating methods of warfare, the extent to which the civilian population will be affected, and the possible increase in postwar mortality are all factors of uncertainty which cannot be predicted on the basis of past experience, he pointed out.

Actual war claims under unrestricted policies will undoubtedly be greater than in previous wars because of the large volume of insurance written on young lives in the past 20 years and the consequently greater proportion of existing unrestricted insurance which will be exposed to combat war risks—probably twice as great a proportion as in 1917. In addition, under both old and new insurance there is a potential hazard of unknown experience from war-caused deaths among the civilian population, a factor practically non-existent in previous wars. These increased death claims will be met out of funds which would otherwise be current surplus. The economic effects of the war are still more uncertain and unpredictable, except that it is certain that surplus earnings from investment operations and from excess of loadings over expenses will be on a reduced scale for some years to come, Mr. Maclean declared.

Urges Preparing for Worst

After showing how life insurance as sold in England is, because of the greater flexibility of its provisions, in some respects in a more favorable position in adjustments to war conditions than the life insurance business on the North American continent, Mr. Maclean said that nevertheless there is no question of the soundness and strength of American and Canadian life companies as a whole nor any doubt of their ability to fulfill their obligations under circumstances far more testing than any

which may reasonably be anticipated. However, he pointed out that it is well to realize that "we are facing unknown and possibly revolutionary changes in many of the fundamentals of our business and it is clearly the course of wisdom to prepare ourselves through the utmost practicable conservation of all our resources for the worst that might occur."

Touching on the war clause situation, Mr. Maclean said that uniformity



JOSEPH B. MacLEAN

in Canada was attained at the outset of the war largely through the influence of the Canadian Life Officers Association and the terms of war clauses have consequently not been a competitive element in Canada. In the United States, on the other hand, wide variations as between companies have resulted in what he termed an undesirable element of competition that has proved very troublesome but that as a result of the adoption by the National Association of Insurance Commission-

ers of the recommendations of a special committee the differences in war clause provisions will be greatly reduced although not entirely eliminated.

MAY BE TOO LIBERAL

Saying that these recommendations follow in general the type of clause already used in Canada as well as by a substantial number of United States companies, namely a status provision for service outside of the home area with full coverage in the home areas, Mr. Maclean added that there are probably some who consider that such a provision is unduly liberal even though they may be willing to conform for the sake of uniformity.

"The combatant war risk arising out of service in the home areas may or may not seem remote," he declared. "Under unfavorable but by no means impossible conditions it could become extremely serious—even disastrous."

In spite of his emphasis on the necessity of a proper war clause he was equally positive that policies issued during peacetime should be free of any war restriction. He expressed the belief that it would be most undesirable to include in the life insurance contract any such general elimination of a particular risk.

Would Cover Risk

"The possibility of death in a future war is one of the hazards of life and should, I believe, be covered in policies issued in peacetime," he said. "Otherwise the value of life insurance is substantially diminished. I do not agree with the statement frequently made that normal premium rates are insufficient to cover the war risk since they are based on a mortality experience which does not include heavy war losses. The same might be said, for example, of the hazards arising out of the radical changes which have taken place in

modes of transportation, including aviation and the automobile.

"Any new or additional hazards which may arise are more than likely to be offset by favorable changes in other elements of the mortality rate and an additional and necessary safeguard is provided in the contingency loading. I believe, therefore, that the hazards of future wars should not be excluded from policies issued in time of peace provided adequate provision is made for that contingency and all other contingencies by a sufficient margin in the premium rates and by the maintenance of proper surplus reserves."

Effect of Fall in Interest Rate

Turning to matters not directly related to the war Mr. Maclean said that the actuaries' main concern at present is with those extremely important questions arising out of the fall in the interest rate. While a change in the basis of premium rates and reserves, at any rate for participating policies, is something that normally has to be considered only infrequently, the sharpness and the extent of the fall in the interest rate during the last few years and the apparent improbability of a recovery in the near future have created a more urgent need for reconsideration of the bases of our insurance operations than has existed at any previous time, he said. Furthermore the problem is complicated by the need for considering at the same time a change in the mortality basis as well as in the interest rate and by the implications of an entirely new approach to the question of minimum non-forfeiture values and their relation to the reserve basis.

Should Be Clear Margin

While in most cases existing rates for participating policies would, on the assumption of current rates and mortality and expense, still be adequate in the aggregate even with a substantial interest deficiency, the sufficiency of such margins to offset loss in interest varies largely by plan of insurance than age at issue and sufficiency in the aggregate is therefore not enough. It is moreover, he said, very desirable for practical reasons such as the effect on the incidence of surplus earnings that there should be a clear margin in all three factors. In the case of the interest factor this margin should obviously not be measured merely against the net rate of interest currently obtainable but against the rate likely to be obtainable for a long period in the future, with due allowance for capital losses. While declining to predict what the rate is going to be he emphasized that it is important to approach the question on a completely realistic basis.

Modern Mortality Table

Mr. Maclean said that he believed most actuaries will, in any proposed changes, recommend the adoption of a modern mortality table and said he could see little justification for the continued use of a table which no longer represents even approximately the amount or the incidence of the mortality rate experience and which in conjunction with a falling interest rate leads to unsatisfactory and artificial distribution of the cost of insurance. While it is essential that any new table adopted should provide adequate margins satisfactory modern tables are available and will no doubt soon come into general use, he said, mentioning specifically the commissioners' standard ordinary table. The first insurance mortality table to be constructed with such a reference to the practical purposes for which it would be employed.

Taking issue with frequently heard (CONTINUED ON LAST PAGE)

Columbus Mutual in New Home Office; Midland Mutual Takes Old Quarters



New home office of Columbus Mutual Life.

Columbus Mutual Life will move this week into its new home office building at Broad and Sixth streets, Columbus. The present quarters at 580 East Broad street have been leased by Midland Mutual Life, which was forced to move from the Huntington National bank building, the upper seven floors of which have been taken over by the government.

The new home office building of Columbus Mutual is four stories high and

is constructed of Indiana limestone. It cost \$400,000. The building has a width of 140 feet and a depth of 100 feet. It sits back 50 feet from the street. Glass and bronze are used in the entrance, which is 27 feet high.

Midland Mutual is seeking to foreclose on the Elks Home on East Broad street, and if the proceedings are completed in time, the intention is to occupy that imposing structure a year hence.

War Workers Are Increasing Their Life Insurance

American Service Bureau Survey of Buyers Shows Trends

Persons working in war industries as well as those in general manufacturing are buying life insurance in greatly increasing numbers, according to the American Service Bureau survey of life insurance buyers in war time. The A. S. B. classified 15,000 persons who applied for life policies in the last month into 13 occupational groupings. This study, now in its 12th year, this year for the first time shows a breakdown of life insurance buyers by sex and age. Of the total number of applicants, 28.1 percent are women and girls and the age group 21-30 make up 38.3 percent of the entire number.

President Parker Comments

"Industries engaged in all-out production of war material are furnishing 10 percent of new buyers of life insurance, while other manufacturing industries, the majority of which are contributing to the war effort, are supplying another 14 percent of all applicants," Lee N. Parker, president, stated. The survey also seems to indicate that the larger earnings of men engaged in building operations of defense facilities—carpenters, masons, plasterers, plumbing and heating workers—are beginning to purchase life insurance in increased amounts. This encouraging trend has not previously been noted.

Farmers and Ranchers

Farmers and ranchers reflect improved economic condition both in number of applications and average amount of insurance purchased, which is substantially higher than a year ago. Transportation employees, state and federal government workers, accountants and bookkeepers, quarry and mine workers, public school teachers and other groups also show definite increase numerically as buyers of life insurance.

Sub-Classifications Are Shown

For the benefit of busy agency executives, each of the 145 smaller occupational groups showing marked increase in buying activity has been indicated with a plus sign. A totally new classification for war industries also has been set up in the survey apart from general manufacturing and mechanical industries. While manufacturing and war industries have taken a noteworthy lead in furnishing buyers for life insurance, automobile sales agencies, on the other hand, reached an all-time low, the ratio of those applying a year ago being nine to one for this year.

Figures for Main Groups

The so-called non-gainful occupations—rural and urban housewives, children and students up to 18 years of age—account for nearly 25 percent of the total number of applicants, a new all-time high. Though the average amount applied for is but \$1,116, this group numerically is the largest.

Total applications for over \$30,000,000 of new life insurance were reviewed in this survey. The average size policy was slightly over \$2,000. Excluding children under 18, one application in 10 was for \$5,000 or over.

Among larger buyers of life insurance
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Many Life Agents in War Effort

National Association of Life Underwriters Gives Result of Survey

NEW YORK—Nearly one-quarter of the men and women who were selling life insurance in the United States before Pearl Harbor have now taken leaves of absence from their work to become directly identified with the war effort, in the armed forces, in government service or in war industries, a survey conducted by the National Association of Life Underwriters shows. The scope of the survey included more than 56,000 agents operating in approximately 5,500 general agencies and branch offices in the territory served by the National association's 369 local units, in every state in the Union.

Of the 56,000 studied, 14,074 are now doing war work. These include 7,253 who have entered the armed forces, 1,956 who have gone into government service directly related to the war effort, and 4,865 who have gone into war industries.

Many in Civilian Work

Voluntary services by life men who are still active in their business form an equally impressive picture, the survey shows. For example, 21,234 life underwriters are volunteer solicitors in the payroll allotment campaign for the sale of war bonds, and more than 40,000 are engaged in selling war savings stamps to their policyholders, prospects and others with whom they come in contact. There are 683 life insurance agents serving on selective service boards, while 729 are serving with war price and rationing boards.

The role of the agent in civilian defense is also an impressive one, as shown

Selection Men Elect Alport As President

NEW OFFICERS ELECTED

President—D. B. Alport, Business Men's Assurance.

Executive vice-president—Walter B. Lemkuhl, American Reserve Life.

Vice-president and editor—Carl Huber, Bankers National of Montclair, N. J.

Secretary-treasurer—Carl M. Young, Farmers & Bankers Life.

New members executive committee—Terrell Weaver, Bankers Health & Life; W. A. Fields, St. Louis Mutual Life; Harry Harrison, Ohio National Life; C. T. Yates, Life & Casualty, and W. E. Jones, Provident Life & Accident.

ST. LOUIS—Closer cooperation between agents and home office underwriters was urged by W. E. Jones, chief underwriter Provident Life & Accident, in his address as president of the Institute of Home Office Underwriters at the annual meeting here last week. The importance of selling the agent on the underwriting decisions is paramount in maintaining good morale, he said.

In spite of the handicaps imposed by the war emergency, registration at the meeting was 125. Three new members

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by these figures: 3,807 are members of civilian defense committees; 18,627 are serving in local defense units as air-raid wardens, fire wardens, spotters, special police, home guard, state guard, etc.; 4,096 are active in Red Cross work, American women's voluntary services, etc.; and 1,199 are active in the USO, the scrap drives, the "Keep Well Crusade," etc.

Insurance Racket Is Unearthed in New York City

Plan to Sell Protection to Persons Interested in Service Men

NEW YORK—A plan to sell life insurance to persons interested in men in the armed services on the basis of a tie-up with the American War Heroes Foundation, Inc., which also promoted the much publicized Park Avenue canteen, was branded as "a particularly contemptible form of private profiteering" in a 15-page affidavit filed by Attorney-general Bennett of New York state as part of an action to dissolve the corporation on several grounds, including improper solicitation of funds.

Because of a belief that no responsible officer of the life company had any knowledge of the character of the plan, Assistant Attorney-general Mann, who is handling the case, did not disclose the name of the company on the ground that no useful purpose would be served by doing so. In his affidavit Mr. Mann described the War Heroes Foundation's numerous activities as "subterfuges," "a fraud on the general public," and "war profiteering" by "exploiters of patriotic impulses."

List to Be Furnished

Under the plan the company was to "develop a definite and constructive talk about the foundation and its purposes, emphasizing the advantages of life insurance purposes." The foundation was to furnish the company with a list of names to whom letters were to be sent by the company on stationery of the foundation, with a return post card enclosed. An agent was to be furnished with credentials of the foundation and call on the prospective customers, whether they replied or not, as a representative of the foundation but really to sell life insurance.

Although they were to contain the name of the foundation, the expense for printing the letterheads, return envelopes and postcards was to be met by the agent. It was planned to extend the sale throughout the United States.

Had Twofold Purpose

"This plan," the affidavit states, "had a twofold purpose, in that the corporation was lending its name, identity and commendable objectives to a plan for the sale of life insurance contracts, while the insured was led to believe that by subscribing to such life insurance he was furthering the objectives of the membership corporation. The second purpose was to lend color to the corporate objective of education for deserving children of men who were members of the armed forces and who were honorably discharged or killed in the line of duty."

"This scheme is a particularly contemptible form of private profiteering by taking advantage of relatives of men in the armed forces who were led to believe that they were receiving some special benefit in dealing with the representatives of the corporation. The insurance which was to be offered for sale for educational purposes could be purchased by any one from the same company or many other companies writing similar insurance and it was unnecessary to clothe the sale of such policies with a semi-official or governmental aspect by having an insurance salesman sell a policy by claiming to be a representative of American War Heroes Foundation."

(CONTINUED ON PAGE 18)

SOMETHING FOR HERSELF

When this woman bought \$5,000 of Ordinary Life in 1930, she had recently lost her husband. He had been well insured, and she was able to maintain a good home. To augment the family income she took a business course and found employment in the business in which her husband had been a branch superintendent.

In the twelve years her daughters grew up and were graduated from college; one married, the other became a teacher. Now, with her two girls established, the mother felt no further need for the Ordinary Life of 1930 issue, and she had it made a full paid Participating Life for \$1,716. She had surrendered enough dividends to pay off a loan of \$298.68. And she bought a \$1,000 Ordinary Life on each of the two daughters.

In May of 1942 she herself bought \$3,000 of Endowment Income for age 65. This, together with her Social Security benefits and something remaining from her husband's insurance, will bring her, upon retirement, about \$90 a month.

Says the underwriter: "There is much more to this picture than the story of the insurance transactions. The encouragement given her to begin doing something for herself resulted in her first trip in years to the beauty parlor for a haircut and permanent. She bought new clothes and attended a national convention. The daughters are delighted with the transformation."

THE PENN MUTUAL LIFE INSURANCE CO.

WM. H. KINGSLEY
Chairman of the Board

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Auto Restriction Forces Change in Methods

HARTFORD—Phoenix Mutual Life has obtained through a questionnaire some enlightening information on how 110 of its field force have modified their use of automobiles in the light of the gasoline and rubber restrictions. The 110 men were picked as representing a cross-section of the entire agency force.

Eighty percent of those answering ordinarily used their cars for half or more of their field work, while 54 percent used their cars for 75 to 100 percent of their field work. Four out of five already have reduced the use of their cars and today only 62 percent of the men are using their cars for half or more of their field work and only 27 percent are using them for 75 to 100 percent.

Many Leave Cars at Home

Two-thirds now are leaving their cars at home on certain days. Of the 54 men who gave exact information on this point, 21 left their cars at home for two days a week, 15 for three days, eight for four days, six for one day, two for five days and two every day.

Eighty percent of the men said they could make adjustments in their use of cars. The answers were about evenly divided between those whose local transportation facilities were such that they could get along without a car and those who found a car essential.

As to working out any plan to double up with one or more men in the use of cars for interviews at distant points, the answer was a decided no, on the ground that it would waste too much time. However, the company feels that eventually it may be the lesser of two evils. A Milwaukee agent stated "it should be satisfactory in bigger cities with a little joint planning at the first of each week."

Practically all men are making evening interviews and nearly all expect to increase the number of evening appointments and do not feel evening calls will be reduced by the transportation problem. One man said he is going to cut out the use of his car in the daytime so as to use it at night.

Helping the problem by getting prospects to come into the agency for a selling interview, though apparently largely a matter of habit on the part of the individual agent, appealed to two-thirds of the men as an opportunity for efficient operation.

As to the extent to which agents are able to arrange definite appointments by telephone and thus cut down needless travel, there was quite a wide variation. Thirty percent of the men made fewer than 25 percent of their appointments by telephone, 28 percent made from 26 to 50 percent, 17 percent made from 51 to 75 percent, while 25 percent of the men made between 76 and 100 percent of their appointments by telephone.

More than 80 percent of the men said they are getting a satisfactory ratio of appointments to attempts, hence it would appear that it is merely a matter of making more use of the telephone since it is an obvious time saver and one of the best means of placing oneself in a strong position for the interview.

USE PHONE TO CHECK

All but 12 of the 110 men customarily take the precaution of checking by telephone before going to see a prospect to make sure he is in. Forty-six of the men do so in from 1 to 25 percent of their interviews, 17 do so for 26 to 50 percent of their interviews, eight do it for 51 to 75 percent of their interviews and 28 do so for 76 to 100 percent.

Nine out of 10 men expressed the belief that longer working hours may be

necessary to offset the loss of time due to restricted use of automobiles. In case conservation of time in other directions should not produce the necessary result 88 of the men said that they could make any increase in their working time within reason while 20 men said no.

As to whether they were definitely planning their day's work as completely as possible 60 men said yes, 49 said no. However, 90 felt that increased definiteness in the day's work would salvage useable time, while only nine thought not.

Almost all the answerers have a definite time set aside for desk work. As to the proportion of time so used, answers ran all the way from 10 percent to a few which were as high as 40 to 50 percent. The greatest concentration of answers was in the neighborhood of 20 percent, or roughly an hour to an hour and a half each day.

Several questions dealt with zoning of prospects so as to enable the agent to concentrate his principal markets. About half the agents said it would be helpful to classify by zone the locations of sales and interviews made in the last six months. About one-third thought it would be helpful to have a map of the agency territory zoned into natural divisions reachable by trolley, subway or bus lines with each zone numbered so that the corresponding number could be stamped on the agent's prospect cards. Forty-eight thought that zoning could be logically worked out also by large organizations or plants, large office buildings and home neighborhoods, while 34 thought not.

Sixty-eight felt it is necessary, in order to have sufficient material for a complete day's work in one zone, to maintain a larger reservoir or backlog of prospects as a total, while 21 thought otherwise.

In answer to the question, "Do you now have your prospect file organized by district?" fifty-three answered yes, 45 no, and it is believed the affirmative group will increase in size. Seventy-three of those answering said they had increased difficulty in getting interviews while 25 experienced no such difficulty.

The trouble is not resistance to appointments, which could be interpreted as public reaction to the idea of life insurance, but pressure of other business. The second reason is that it is hard to find prospects in. Both these conditions are believed to be excellent reasons for getting definite appointments in advance.

Manager C. B. Robbins of American Life Convention Is Seriously Ill

Col. C. B. Robbins, manager and general counsel of the American Life Convention is confined to St. Luke's Hospital in Chicago, having undergone a serious operation for the removal of his gall bladder. He went through a very strenuous week during the annual meeting of the American Life Convention at the Edgewater Beach Hotel. It was apparent then to those who were well acquainted with him that his pallor indicated something radically wrong. On the Sunday following the meeting he had an attack and on Monday his physician ordered him to the hospital. On Tuesday of last week the operation was performed, which was successful. Some complications presented themselves and Colonel Robbins found difficulty in breathing. Oxygen was resorted to and it was efficacious.

While he is still in a serious condition his medical advisers announce that he is now gaining in vitality and they feel he has considerably improved. It will be several weeks before he can return to his office.

A Picture of Progress

Something Useful

Something Timely

Something Attractive

— and you have a

GOODWILL BUILDER



How can you determine a soldier's, sailor's or marine's rank? What is the pay schedule? What is the insignia of various branches of the service?

These questions are something in which nearly everyone is interested. Connecticut Mutual's new Insignia Folder, printed in full color and containing the new pay schedule as recently passed by Congress, gives the answer to these questions.

Our representatives like it — the public likes it — *it's a Goodwill Builder.*

"Sales Helps in Step with the Times"

Connecticut Mutual
Life Insurance Co.

96 years of Dependable Performance

Caminetti Gives No Ground in Answer on Reinstatements

SAN FRANCISCO—In spite of divergent views expressed by Commissioner Holmes of Montana to those held by Commissioner Caminetti of California on reinstatement of life policies, Commissioner Caminetti holds to his original opinion that insurers which did not, at the time of issue of the policy, consider liability to military or naval service a matter affecting insurability cannot apply a different standard in connection with reinstatement of the policy under a reinstatement clause.

In replying to Commissioner Holmes' letter disagreeing with this opinion, Commissioner Caminetti points out that he is not entirely in agreement with Mr. Holmes' view that life insurance contracts must be construed in accordance with legal principles, and not on the basis of sociological considerations. "The point at which my view diverges from those expressed by you is in the application of those legal principles to the determination of the intent of the contracting parties. This intent may not be the same in all cases and may not be expressly stated in the language of the policy. It may in some cases be difficult to say what the intent was, and in such cases, usually characterized by ambiguity of language, the courts of most jurisdictions have resolved the ambiguities in favor of the policyholders.

Contains Implications

"But there are numerous instances in which the intent of the contracting parties, though not expressly stated in the contract, is necessarily or reasonably implied, in the terms of the contract or in the circumstances surrounding the making of the contract.

"These considerations, applied to the cases here involved, have led me to the conclusion that the term 'evidence of insurability satisfactory to the company' as used in reinstatement clauses, refers to evidence of such insurability according to the standards observed at the time of the issuance of the policy, and not to new standards which may have superseded the old ones and which may govern the underwriting policy of the insurer with respect of applications for new insurance at the time reinstatement is sought."

Has Long Been Known

Further, Commissioner Caminetti points out: "The war exclusion clause has been long known to all life insurers. It has been used. It is still used. It has been deliberately omitted in many contracts. Many contracts contain express provisions to the effect that they are free of conditions as to residence, travel, occupation, and military or naval service. Many life insurance contracts contain provisions for benefits in the event of total and permanent disability, or special benefits in the event of accidental death, which provisions alone are expressly made inapplicable in cases arising from war service.

"Under these circumstances it appears to me reasonable and, under some of them, necessary to conclude that the insurer intended to assume the risks of war with respect to the life insurance obligations of the contract and, consequently, with respect to the obligation to reinstate.

Would Have No Meaning

"To hold otherwise would, in my opinion, deprive the reinstatement clause of all meaning other than that the policyholder may apply for new insurance in the event the present insurance lapses. The mere fact that he will not be required to pay the higher premium applicable to such new insurance by reason of his higher attained age, is fully compensated by the reserve value and the payment of premiums in arrears and interest. It must be remembered that the

Veteran in Field of Life Insurance Dies



FRED D. STRUDELL

Fred D. Strudell of St. Louis, assistant manager midwestern department of Reliance Life, died the other day. He had been ill for about a year or more. Formerly he was vice-president of Central States Life and was associate general agent of Northwestern National Life in St. Louis later on. He started in the actuarial department of the old Missouri State Life and was actuary of American Life Reinsurance of Dallas subsequently.

policy reserve is the policyholder's equity in his contract, recognized by the non-forfeiture provisions made mandatory by law, and that the availability of that reserve to the policyholder is not, as you seem to imply, a privilege conferred by the reinstatement clause.

"I cannot assume, and I do not think you are prepared to assume, that the reinstatement clause has no other purpose or meaning than to notify the policyholder that the insurer is still doing business at the old stand. For on such an assumption the policy would mean the same thing if it contained no reinstatement clause whatever.

"Since to construe the reinstatement clause as referring to the standards of insurability as of the time of reinstatement would make the clause practically meaningless, it seems to me that the clause must be interpreted as 'freezing' into the contract the standards of insurability existing in the insurer's underwriting practices at the time of the issuance of the policy."

Commissioner Caminetti further points out that while California courts have not had the question presented squarely, "their attitude certainly leans in this direction."

Teachers Reconsider Convention

The American Association of University Teachers of Insurance has sent a notice to its members asking whether in their opinion the organization should go ahead with its plans to hold its convention in Cleveland Dec. 28 or 29. According to the notice from Dr. C. A. Kline, University of Pennsylvania, secretary of the body, the faculty of the Wharton School of the University of Pennsylvania, which includes several members of the insurance group, must be back at work Dec. 28, and some other teachers are similarly tied up. The insurance teachers group is part of the American Statistical Association, which had been told by the Office of Defense Transportation that there was no objection to holding the meeting.

Federal Life Agency Moves

The Kansas City agency of Federal Life, of which S. A. Meacham is manager, has moved its offices from the eighth floor to the first floor of the Waltham building there.

I GAVE A MAN!

Will you give at least 10% of your pay in War Bonds?

September 5, 1942

Mr. W. Howard Cox, President,
The Union Central Life Insurance Co.,
Cincinnati, Ohio.

Dear Mr. Cox:

You will be interested to know that in addition to the national coverage by virtue of its use in a full-page newspaper ad, that we have distributed a million posters using the illustration "I Gave A Man."

We are very grateful to your company for their cooperation and patriotism in granting us permission to use this forceful piece of art and knew you would be pleased to learn that it has "gone to work" in impressive fashion.

Sincerely yours,
Ted R. Gamble
Ted R. Gamble,
Assistant to the Secretary.

REFUSE TO BUY WAR BONDS

The Union Central Life Insurance Company is proud to have been able to make this valued contribution.

The UNION CENTRAL LIFE INSURANCE COMPANY

CINCINNATI, OHIO

Comparison Given of Results Under Guertin Plan

F. E. Huston, secretary and actuary of the American Life Convention, has prepared a comparison of the proposed minimum cash values that would be required under the model legislation recommended by the Guertin committee on non-forfeiture values and related matters with a composite of the cash values of 10 representative companies having less than \$200,000,000 insurance in force. He finds that the proposed minimum cash values are generally lower than the average current cash values of the 10 companies which value their policy reserves on a 3 percent preliminary term basis. In the following exhibit the figures in the first column are the proposed minimum cash values and in the second column the current cash values of the 10 companies.

Policy Year	Issue Age 25		Issue Age 40		Issue Age 55	
	A	B	A	B	A	B
Ordinary Life						
3	\$ 2	\$10	\$17	\$23	\$40	\$48
5	24	28	54	58	97	110
10	84	82	149	157	237	263
15	151	151	250	265	372	411
20	224	233	352	384	494	558
20 Payment Life						
3	23	28	39	41	57	61
5	62	67	94	98	128	136
10	171	185	245	258	314	332
15	298	328	418	443	521	547
20	446	503	621	667	788	828
20 Year Endowment						
3	73	76	71	71	70	70
5	155	156	153	152	151	153
10	386	385	381	382	369	376
15	664	660	655	655	630	635

Mortality Margin Allowed

Mr. Huston goes on to say that the proposed minimum insurance non-forfeiture benefit shall be such that its present values shall be at least equal to the minimum cash value when computed on the commissioners 1941 stand-

ard ordinary mortality table. The mortality rates of the table include a mortality margin at all ages which is available for the expense of maintenance of the paid up benefit. In addition, such rates are increased 30 percent in the calculation of the extended insurance benefits in order to provide for the higher mortality which is generally experienced thereunder. Consequently, assuming the actual mortality approximates that are shown by the commissioners' table in the case of paid up insurance and 130 percent thereof in the case of extended insurance, the proposed minimum values will release the following annual margins per \$1,000 insurance for expense and mortality fluctuations:

Figures Are Shown

Attained Age	Extended Insurance	Paid-up Life
20	\$.99	\$.76
30	1.74	1.34
40	2.76	2.12
50	3.33	2.56
60	3.77	2.90

The above margin, he explained, represents the difference between the mortality rates of the commissioners' table and those shown by the basic experience table.

Thus the proposed minimum extended insurance and reduced paid-up insurance values are computed from the minimum cash values which are generally lower than the cash values currently being used by 3 percent reserve companies. Furthermore, such minimum non-forfeiture insurance benefits make ample provision for normal death losses and, in addition, will release in the average case about \$2 annually per \$1,000 of insurance which will be available for the expense of maintenance of the paid-up insurance benefits and fluctuations in mortality.

Companies Carry Big Share of Loans for War Housing

WASHINGTON — Life companies have thus far been among the largest participants in the FHA's program of mortgage insurance for privately financed war housing projects, according to A. H. Ferguson, federal housing commissioner. Of total loans insured by the FHA life companies accounted for 19.1 percent, being exceeded only by commercial banks and mortgage companies.

The total volume of war housing loans under title VI of the national housing act reached \$355,291,550 by June 30, though the war housing amendments became operative only early in June. Life companies accounted for about \$68,000,000 of war housing loans.

Before the effective date of the war housing projects program a substantial amount of housing in war industry areas was also financed under the FHA's regular title II program. In the first six months of 1942 life companies accounted for 14.9 percent of a total of \$203,484,450 insured by the FHA under title II. The life companies' investment was thus slightly more than \$30,000,000, again being exceeded only by commercial banks and mortgage companies.

On June 30 the total investment held by lending institutions in FHA-insured home mortgages of all types totaled \$3,551,421,328 in original principal amount. This is the total of mortgages insured since the FHA began operations in 1935. Life companies have accounted for 27.2 percent, or a little less than \$1,000,000,000 of this total, being exceeded only by commercial banks, which accounted for 45.5 percent.

The Accident & Health Bulletins help get business. For information write 420 E. Fourth St., Cincinnati.

Insurance Is Being Checked on Wages, Hours

Insurance companies and agencies are very much interested in the program of inspections by the wage-hour division of the U. S. department of labor now getting under way to determine whether these offices are complying with the provisions of the wage-hour law.

The position of the department of labor is that the insurance companies and agencies that are in interstate business come under the act. They are in interstate business if they send policies, advertise, collect premiums, etc., across state lines.

The minimum requirements under the law are 30 cents an hour, 40 hours a week, and time and a half for overtime. The big thing is the overtime provision. While insurance employers generally have maintained wages above the minimum and hours within the standard, they must have records to show what has been done, especially with respect to overtime.

Those Not Under Act

Not coming under the act are executives, administrative officers, or professional employees. The executive is one who is in charge of a department, and earns at least \$30 a week. A non-laboring foreman is an example. Executives from this type of position on up are exempt. An administrative officer is one who helps administer the policies of the company, does no manual work, and earns at least \$200 a month. A professional employee is a lawyer, doctor, etc.

The wage-hour division of the labor department points out that hours worked include traveling done during working hours. If an inspector, adjuster, or other field worker had to drive or ride a

distance from office or hotel to reach the location of his work that would ordinarily figure in his 40 hour week. Such items as over-night traveling by field men ordinarily would not be included, unless they traveled during normal working hours.

The disposition of insurance concerns generally has been to more than meet the requirements of the act, although they have contended that they are not in interstate business.

Polish National Alliance, a fraternal benefit society, has a suit pending in federal district court at Chicago. Among the points raised in this case is the authority of the department of labor to impose the wage-hour standards on an insurance company.

Columbus Offices in New Quarters

Insurance organizations in the Huntington Bank building, Columbus, which were forced to move as a result of the leasing of the seven top stories of the building to the army engineers, have nearly all found new quarters. A number have been given offices on the lower floors of the building.

Lincoln National Life has moved to 21 East State street.

R. L. Barbour Joins Mutual Life in Its Publicity Section

Robert L. Barbour, associate editor and executive representative of the "Insurance Field" in New York City, has resigned to join Mutual Life of New York, where he will have charge of publicity for its 77 agencies throughout the country and will participate in other publicity and advertising activities. He succeeds Rufus Jones, resigned.

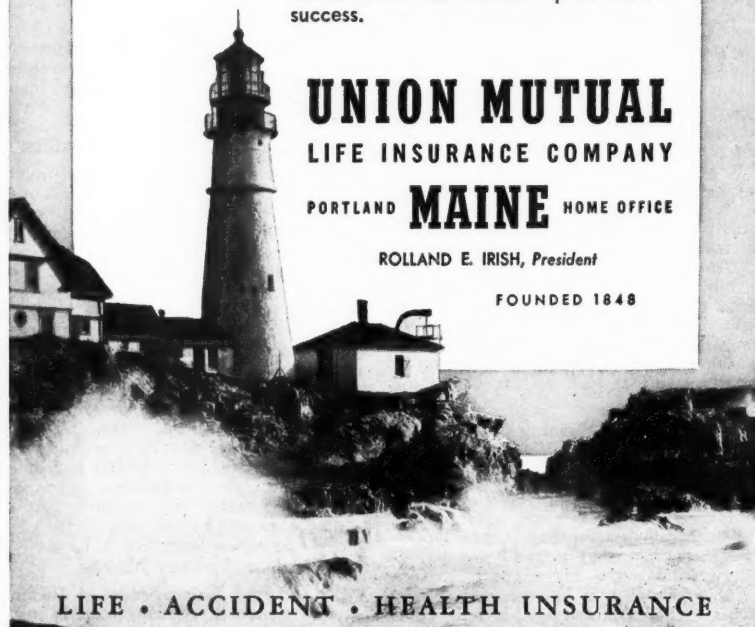
Mr. Barbour, a son of R. P. Barbour, president of the National Board of Fire Underwriters and U. S. manager of the Northern Assurance, is a former vice-president and director of the New York State Junior Chamber of Commerce and of the Young Men's Board of Trade, New York. Following graduation from the Manlius Military School in 1929, Mr. Barbour spent several months in Europe, during which he was affiliated with the Paris branch of the Bankers Trust Company. Upon returning to this country he entered the real estate business, subsequently joining New York Life.

Time for All 3 Is Right Now

As clearly as the beam from a lighthouse, one fact shines out over the problem sea of doing business in wartime. The man in the field whose company gives him not just one, but ALL THREE forms of personal insurance—Life, Accident and Health—enjoys a big advantage. He finds more targets to hit and he hits them oftener.

A wide variety of excellent policy forms in all three lines is our fieldman's answer to wartime selling. That, plus the backing of aggressive, agency-minded management, liberal commissions, effective sales aids and the prestige of one of the oldest companies in the field—a company whose character and reputation for almost a century mark it indelibly as New England born, New England raised, New England managed.

With the real opportunity existing today for the sale of complete personal insurance protection, the intelligent use of this combination of factors spells sure success.



UNION MUTUAL
LIFE INSURANCE COMPANY

PORTLAND **MAINE** HOME OFFICE

ROLLAND E. IRISH, President

FOUNDED 1848

LIFE • ACCIDENT • HEALTH INSURANCE

Congress Discards \$40,000 Exemption in Final Tax Bill

WASHINGTON—A casualty in the horse-trading between Senate and House conferees, the \$40,000 life insurance estate tax exclusion, which the House eliminated in its version of the 1942 revenue bill and which the Senate finance committee restored, was wiped out by the conference committee. As in the House bill the general estate tax exemption of \$40,000 was increased to \$60,000 in recognition of eliminating the special life insurance exclusion. No reason was given why the House view prevailed. The Senate finance committee in formulating the Senate bill restored the \$40,000 general exemption and the \$40,000 life insurance exemption largely on the Treasury's contention that lumping the general and life insurance exemption into a single \$60,000 exemption would cut estate tax revenues by about \$15,000,000.

Ignores Recognition

What particularly concerns many life insurance men is that the \$60,000 aggregate exemption voted by the conference committee ignores the government's recognition of the special character of life insurance proceeds which has been contained in the revenue laws for the past generation. The only encouraging aspect is that because the conferees had to act on 504 amendments in five days the \$40,000 life insurance exclusion was probably lost more through the conferees' lack of time to give it adequate thought than on their considered deliberation as to its merits.

The "victory tax" of 5 percent on individuals, to be deducted by employers, was retained in the bill as passed. This applies on income in excess of \$624 for each taxable year beginning Jan. 1, 1943. Among expenditures which may be made to reduce the post-war credit set up under the provisions of the tax, are: The amount paid, not in excess of post-war credit, during the taxable year as premiums on life insurance in force Sept. 1, 1942; amounts paid on fixed indebtedness, and amount of U. S. obligations owned on the last day of the taxable year, exceeding the amount owned by him at the end of the previous taxable year.

Of interest to life companies is the freezing of social security taxes at 1 percent for 1943.

There were a great many differences between House and Senate versions of the bill, the Senate generally toning down levies written by the House, and in arriving at a final bill, many of these differences were compromised. Consequently it will require some study before the insurance people can find out exactly how the new bill affects them.

L. A. Supervisors Hear Duckett

At the October meeting of the Life Supervisors Association of Los Angeles, A. O. Duckett, Northwestern Mutual Life, president of the Life Underwriters Association of Los Angeles, gave a "worm's eye" view of the supervisor as seen by the agent on the street, and what the agent looks for in his immediate supervising agency official.

"In order to inspire your men you must yourself be inspired," he said. "You tell others how to produce. They will have confidence in you if you yourself have been a producer and have chosen life insurance as your real life career. You must be patient and tolerant and must have a broad understanding of your agents' problems. You must have a

broad viewpoint rather than a narrow competitive one. You must be vivacious and extremely alert in order that you may see through to the insurance need in any situation. Your agents will expect that you will always be available for consultation. In order that you be inspired with new selling ideas, you must read all the weekly and monthly insurance publications."

Erbland to Los Angeles; McMillan Enters Service

Penn Mutual Life has transferred Lin-ton Erbland from Des Moines to Los Angeles as general agent in succession to Fred M. McMillan, who has been commissioned a captain in the army specialist corps and assigned to duty in Los Angeles. He already has entered on his new duties.

Mr. McMillan is president of the Life Insurance Managers Association of Los Angeles.

Horace H. Person, Penn Mutual's general agent in Portland, Ore., also has been called to report for army duty as a captain in the army specialist corps, because of his engineering education and experience. He is to be assigned for duty in an administrative capacity in Portland.

N. Y. Life Educators Hold Conferences at Home Office

Instructors of the educational division of New York Life held conferences at the home office, reviewing their experiences and problems in the first year's operations of the new Nylic educational course and making plans for the coming year.

The new educational program is mandatory for new agents but also is offered to older agents of whom a large percentage have taken the course. Many others are attending classes or taking the course under a correspondence plan.

Those Attending Sessions

One of the subjects discussed was preparation of new material for advanced courses and for classes and "clinics" on specific sales plans. Griffin M. Lovelace, vice-president, a nationally famous life insurance educator, is in charge of the educational program. The conferences, which extended over a month, included sessions with officers and department heads.

Instructors attending included Howard Conley, Jr., Atlanta; Cameron

Hurst, Minneapolis; Emery F. Peabody, William A. Spiker and Frederick Bruchholz, home office; Earl H. Howbert, St. Louis. A. L. E. Crouter of the home office is in charge of examinations, educational records and supervision of the program for new agents. Ralph Webster, agency organizer at Chicago, attended.

The instructors also have conducted special classes on social security act and other subjects. Only agents who pass an examination on social security with a grade of 80 or better are authorized to use the company's program for selling with the social security approach.

Notes Better Record

Vice-president Lovelace stated that although a smaller number of new agents has been employed in 1942 than in 1941, total new business volume produced by the new agents was considerably greater than in the same period last year.

The educational division plans to extend its regular program and include more courses on special sales plans such as state and inheritance taxation, business insurance and social security. Plans have also been developed for assisting agents to modify their techniques of prospecting and selling in the light of rapidly changing conditions due to the war.

"How Do I Get to Be a General Agent?"



The answer to the LNL man who asks this question is found in his own company's policy — "Prove yourself worthy and be promoted."

Opportunities aplenty, in rich, open territory, beckon the ambitious man.

With The Lincoln National Life he has full chance to show his wares as a potential General Agent. A special club focuses management attention on the man who can hire and successfully train brother life insurance men. It is called, aptly enough—The Spotlight Club.

THE LINCOLN NATIONAL LIFE INSURANCE COMPANY

Fort Wayne

Indiana

Geared To Help Its Fieldmen

OFFICE SPACE TO LET

On account of government restrictions in the use of metals for civilian purposes we can sublet the front hall of our office, 950 square feet facing Maiden Lane, 6th floor; good light and air. In insurance district.

F. H. Noble & Company, 41 Maiden Lane, N. Y.

Rounds Out 25 Years in App-a-Week Club

R.O. Browning, Burlington, N. C., general agent of Pilot Life, has just rounded out 25 years membership in the company's App-a-Week Club. He has been a member of this club since he entered the insurance business with the Pilot a quarter of a century ago.

Mr. Browning, in his 25 years with Pilot has won every agent's honor offered by his company. He has qualified for every convention, and has been president of the convention four times, vice-president three times and second vice-president six times.

He is a charter and life member of the McAlister Clan, the company's top



R. O. Browning

club for quality business. He is also a charter member of the Ace Club—which requires \$10,000 or more each month—with over nine years of continuous membership.

For the 25 years, his sales have totaled over \$8,000,000, or an average of over \$300,000 a year. The persistency of his business has always been among the best. His declinations, rated up cases and not-takens have been considerably below the average. He is now enjoying one of his best years and plans to maintain his membership in the App-a-Week Club indefinitely.

Many Changes Due to War Service

Eleven, or 15 percent of Connecticut Mutual's 72 general agents have entered military service, five each in the navy and army and one in the coast guard. In most cases it was possible to put in charge a man who was already supervisor in the agency. Only one agency had to be closed for duration, the one recently established at New Orleans. The company contemplates holding franchises, where possible, for general agents in service.

The first to go was W. H. Siegmund, general agent Los Angeles, a naval reserve officer who now is a lieutenant commander. He spent nearly two years on a destroyer in the Pacific and is being transferred to mine sweeping duties in the east. E. G. Walls, Jr., was placed in charge. R. S. Northington was named brokerage manager. But both resigned to enter service. S. Y. Newcomb became agency manager and M. V. Kuhn, brokerage manager.

Others Temporarily Assigned

Lieut. W. V. Power, San Francisco general agent, is on the admiral's staff at San Diego. J. L. Taylor, Oakland general agent is supervising the Power agency and G. A. Weingetz, who has been with Mr. Power since 1936, was named brokerage manager.

Lieut. Commander C. J. Zimmerman, Chicago general agent, is connected with the navy's war bond campaign. His associate general agent, H. C. Hunken is in charge, aided by supervisors J. C. Bick and D. H. Barnow.

Lieut. (j. g.) W. T. Earls, Cincinnati general agent, is stationed at Annapolis. R. H. Love was placed in charge of the Earls agency, assisted by W. P. Shields, brokerage manager, and C. C. Sherrill, supervisor.

Lieut. D. C. Little, Richmond general agent, will go to Quonset Point, R. I., for training as a ground officer. R. B. Proctor, supervisor at Houston, and previously on the staff of the Sales Research Bureau, will be transferred to Richmond in charge for Mr. Little.

Lieut. (j. g.) C. F. Merrifield, Portland, Ore., general agent, is in the coast guard, assigned to the port of Portland. R. W. Stevens, cashier, temporarily is in charge and R. E. Shannahan, agent there for five years, becomes brokerage manager.

Army Takes Several

Five general agents are in the army. Second Lieut. G. A. Helland, San Antonio general agent, is stationed at Brooks Field, San Antonio. Lloyd Silberberger was transferred from Dallas to supervise the Helland agency.

J. L. Moss, Louisville general agent, is a captain in the army air corps in southern Florida as an instructor. His partner and brother, W. Ray Moss, is carrying on.

Second Lieut. H. G. Lyman, New Orleans general agent, had training at Miami and is at Ellington Field, Houston.

Earl F. Colburn, Rochester general agent, is a captain in the army air transport service and in training at Miami. N. L. Egbert, who has been with the company 14 years, was named agency manager, assisted by J. W. Steinmann at Rochester and D. C. Newton at Syracuse.

J. E. Bailey, Nashville general agent,

McGraw-Hill Expert Says Advertising Is Vital Now

The needs of a war economy have led to recognition of advertising, long considered only a selling tool, as a powerful social force, John H. Breiel, regional manager McGraw-Hill, told the Keystone Group of Life Advertisers Association at a meeting in Philadelphia. He spoke on public relations, tracing the change in government and business with regard to the role and opportunity of advertising.

"In the early months of the war, many companies stopped advertising for the simple reason that they didn't realize what advertising was," he said. "They had always associated advertising exclusively with selling. Then the Treasury came along and wanted people to buy

is a first lieutenant and reported at Miami for training. J. B. Irvine, Jr., who has been in charge of Mr. Bailey's Chattanooga office, was transferred to Nashville in charge of the agency.

bonds, the army wanted recruits, charities needed financial help, and advertising stepped in to perform a social function."

Advertising can best be defined, Mr. Breiel declared, simply as a method of mass communication that is quick and cheap. And management, which has been looking at it as a selling instrument, is just discovering that it can utilize advertising for any number of different purposes.

Termed Quick, Cheap Medium

"It has taken a war to hasten the realization that advertising can perform a valuable social function," he said. "This character of advertising has been lying dormant for a long time."

Mr. Breiel referred particularly to today's institutional and public relations advertising and said it has a valuable result upon the company doing the advertising. It forces the formulation of a policy.

He formerly was a Washington correspondent for the Scripps-Howard group of newspapers, then was associated with Collier's before joining McGraw-Hill.

The Keystone Group consists of advertising and sales promotion specialists of life insurance companies in and near Philadelphia.



★ FINAL PROOFS FOR THE LONG-AWAITED HANDBOOK, *Life Underwriting—A Career for Women*, HAVE BEEN OKAYED.

Sophia Bliven, Corrine Loomis, Martha W. Allin, Clara McBreen Raisbeck, Helen Rockwell, Beatrice Jones, Ellen Putnam, Lillian Joseph, Sis Hoffman, Berenice Meistroff, Charity Kennedy, Sara Frances Jones—

Twelve top women underwriters—members of the Committee of Women of NALU—open frank pages from their experience because, as Elsie Matthews, chairman, says:

"We feel it essential that women considering the work be given a complete and accurate picture . . . and by sharing our experience, we hope to make a contribution to the greater success of women now in the business."

Managers who have seen proofs say they want the book in the hands of all potential women recruits as well as of women now in their agencies—and several say reading the proofs has given them a new viewpoint on women underwriters.

Cost figures are complete enough to announce the price to inquirers: \$2 net, quantity discounts available.



PAUL SPEICHER
Managing Editor

**THE INSURANCE
RESEARCH & REVIEW SERVICE**
INDIANAPOLIS

Wanted DISTRICT MANAGERS FOR LOS ANGELES COUNTY

Where This Well Established Company Has More Than \$25,000,000.00 of Life Insurance in Force

89% of all California purchasing power is now centered in war-booming Los Angeles County!

This old-line, legal reserve life company is looking for high-grade, capable District Managers to fit into important expansion plans in this area and to aid in servicing the over \$25,000,000.00 of life business we now have in force in the area.

To qualified applicants, we offer a direct Home Office contract, salary, commission, office expense, and liberal pension plan.

We will consider only men between the ages of 30 and 50 who are "family" men with children, have a good record of personal production and organization work, and are "field trainers" who will follow a specific training program in building an agency organization in this rich territory.

Our present agency staff knows of this advertisement.

Please give a complete record of experience, volume and quality of production last three years, age, and family status in your first letter.

**WRITE IN CARE OF BOX
NUMBER Q-56
THE NATIONAL
UNDERWRITER
175 W. Jackson Blvd.
CHICAGO, ILL.**

Myrick Presents C.L.U. Diplomas in N. Y.



At the New York City C.L.U. chapter's first fall meeting Julian S. Myrick (right), second vice-president of Mutual Life and chairman American College of Life Underwriters, presented 39 New York candidates with diplomas or certificates of proficiency. Four of the successful candidates were: John Ray (left), district manager Metropolitan Life, Parkchester, New York City; Miss Marie Thompson, field training division Metropolitan home office; J. M. Wise, Flushing district, Metropolitan, and H. H. Beales, Prudential, Maspeth, L. I.

INSURANCE MEN IN ARMED SERVICES

Godfrey Asthalter, one of the leading producers of the J. Elliott Hall agency of Penn Mutual Life in Newark, was tendered a luncheon by the agency and office staff and presented a military kit on leaving for Fort Dix.

Olney W. Hill, Union Central Life, manager at Burlington, Vt., has been commissioned a lieutenant (jg) in the navy. He reported at the Great Lakes Naval Training Station for indoctrination. He is the fourth Union Central manager to go into service.

Arthur W. Olson, formerly agency organizer at Fargo, N. D., for Mutual Life of New York, is now stationed at the Boston navy yard as a lieutenant.

Henry J. Zock, Seattle supervising assistant for Mutual Life of New York, is now an ensign stationed at the naval training school, Treasure Island, San Francisco.

Agents of the Bankers Life of Nebraska who have recently entered service include: Russell W. Dorrell, Chicago, to the marines; D. S. Buchtel, Shenandoah, Ia., army; Earle Carroll of Fairbury in defense plant work in Virginia. Dean Enearty, loan department, is in the army. Lloyd Smith, former Omaha general agent, now captain in the army, has finished his officer training course and is now attached to the headquarters division in Washington. Harry Seward, formerly in the renewal department, has been made a first lieutenant in the army and transferred to Fort Lewis, Wash.

George Gardner, for 20 years in the insurance business in Harrisburg, Pa., more recently with Bankers Life of Nebraska, following his enrollment in the armed service is now assistant inspector at the plant of the Bethlehem Steel Corporation at Steelton, Pa., where bombs are being made for the army and navy. When he entered insurance selling he was assistant foreman at that plant.

William M. Holt of the legal staff of Security Mutual Life of Nebraska is in training at Miami as a first lieutenant in the army air intelligence force.

Bert C. Montgomery, former agent of Bankers Life of Nebraska at Clinton, Okla., is now a yeoman third class, and stationed at Kodiak, Alaska.

Miss Frances A. Spence of Elgin, Ill., life department secretary at the home office of Continental Assurance and Continental Casualty in Chicago, and Miss

Mabel Walter, switchboard operator, have joined the WAVES and have gone to Stillwater, Okla., for training as yeomen.

Recalled to army service, Philip Englehart of Portland, general agent of Massachusetts Mutual Life for Oregon, has reported at Fort Lawton as a captain of infantry.

George S. Miller, a leading agent in the Phineas Prouty, Jr., general agency of Connecticut Mutual Life, Los Angeles, recently was inducted into the army and is undergoing training as an officer candidate.

Dr. Floyd R. Parks, a leading Hollywood physician who has been examiner for a large number of life companies in Los Angeles, has been commissioned a major in the medical corps of the army, and ordered to Vancouver Barracks for duty.

Raymond Fliescher and Took Berry, both examiners in the Los Angeles office of the California department, have been called into service.

Spottswood W. Duke, former associate general agent of Ohio State Life in Cincinnati, who entered the service some months ago, has been promoted to major and is stationed at Fort Hayes, Columbus. He is war bond officer for the 5th corps area.

Gordon V. Jenkins, assistant manager of the San Francisco branch office of Occidental Life of California and son of Vice-president V. H. Jenkins, has enlisted in the navy, and reported for duty as an apprentice seaman at the Los Alamitos, Cal., naval air base.

National Life & Accident now has 327 men in the service and its service flag bears that many stars.

Alden H. Smith, Northwestern Mutual, Nashville, Tenn., member of the Million Dollar Round Table, has completed basic training as a first lieutenant at the air force officer training school at Miami Beach, and is slated to continue his training at the intelligence school at Harrisburg, Pa.

Miss Cornelia Fort, daughter of the late Rufus E. Fort and sister of R. E. Fort, Jr., both former officials of National Life & Accident, is now a regular ferry command pilot. She was at Pearl Harbor as a civilian flying instructor when the Japs struck.

NEW YORK

FROGGATT BULLETIN REVIVED

For the benefit of its personnel who are now in the armed forces, Joseph Froggatt & Co., consulting actuaries and auditors of New York City, has revived its former house organ, "The Bulletin." It has met with a fine response from the recipients. The publication contains not only news of the main office and branch offices but items about men now in the services. There are now 21 former Froggatt men in the armed forces.

The first issue contains a message from Joseph Froggatt, Jr., president, expressing the hope that men in the services will like "The Bulletin" and will write in to tell what they are doing. L. J. Wiman, assistant manager of the New York office, is editor.

E. H. EARLEY HONORED

A special meeting of the A. J. Johannsen agency of Northwestern Mutual was held in Brooklyn Monday to honor Ernest H. Earley on his 20th anniversary with the agency. In the 20 years

he paid for \$20,267,000 of life insurance in the Northwestern.

Mr. Earley has had a remarkable career in life underwriting. In addition to numerous awards, he has led the entire field force of Northwestern in 1938-39, was president of the Association of Agents in 1934, is a member of the Million Dollar Round Table, and a C. L. U.

Mr. Johannsen conducted the meeting. Other speakers were Dr. D. E. W. Wenstrand, medical director, on behalf of the home office; Dr. L. G. Sykes, medical referee; W. F. Atkinson, retired general agent; W. M. Taylor, on behalf of the established agents in the Brooklyn agency; H. A. Robnett, representing the new agents, and Harry R. Johnson for the office force.

Military Contest Staged

Starting a six weeks campaign Oct. 19 in honor of President C. E. Becker's birthday Nov. 13, the sales force of Franklin Life went military. Every 10 percent of quota written brings a raise in rank. Representatives "enlist" when they write their first application. Then they progress from private to brigadier general when they get 100 percent of their quotas. The positions of full general, lieutenant general and major general go to volume leaders of the entire contest.

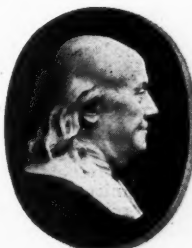
MONEY! WHO WANTS TO TALK ABOUT MONEY?



Well, you do. No doubt your wife does. If you have any 'teen age kids, they certainly do. And on second thought, we'll admit that we do too . . . So let's talk about it.

After all, unless you are a pure philanthropist with a snug-fitting halo, it's money you are working for. If yours is the run-of-mine landlord, he prefers money for rent. The butcher has a fancy for it too. So let's agree that it is fairly useful stuff.

What's the point? Simply that we can help you make more money—more than you ever earned before. So— if a yen for increased income is your pet vice, and your wife and children have a weakness for it too, inquire about a Franklin Direct-with-the-Home Office General Agency contract. It's the next best thing to a rich old uncle—and a lot surer!



The Friendly
FRANKLIN
LIFE INSURANCE
COMPANY

CHAS. E. BECKER, PRESIDENT SPRINGFIELD, ILLINOIS
DISTINGUISHED SERVICE SINCE 1884

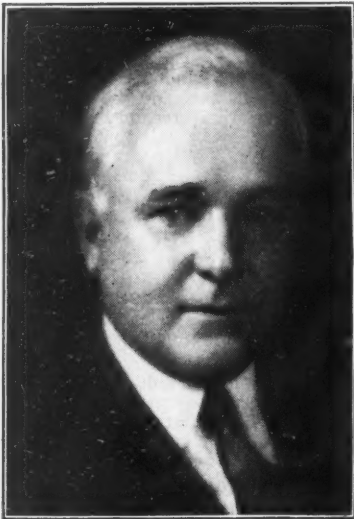
One of the 15 Oldest Stock Legal Reserve Life Companies in America

More than \$230,000,000.00 Insurance in Force

LOS ANGELES OPPORTUNITY FOR EXPERIENCED BROKERAGE MAN

A well established Agency of a large New England Life Insurance Company offers an exceptional opportunity for Brokerage Contact Supervisor. Complete details of education and business background and Life Insurance experience necessary. State age, marital and draft status. Replies held strictly confidential. Write National Underwriter—Box Q-71.

Equitable, N. Y., Agents Honor Their President



T. I. PARKINSON

President T. I. Parkinson was honored Tuesday on his 15th anniversary as president of Equitable Society by a one-day production drive throughout the country.

The results in this special effort will be transmitted to Vice-president W. J. Graham, who will have them assembled in some suitable form for presentation to Mr. Parkinson.

Mr. Graham in his communication to the field calling for the effort, stated, "As you know, the society has shown extraordinary growth over these difficult years and stands today at record high in assets with large gains in surplus and now protects more lives for more insurance than at any time in its history or of any life insurance company not in the industrial insurance field."

The effort was to have every Equitable agent in the country produce at least one application honoring the president.

Walter L. Gottschall, director of agencies in charge of the central department at Chicago, announced the annual fall campaign would start Oct. 19, or somewhat earlier than usual, thus taking in the president's anniversary day, and will terminate Nov. 21.

"With a fine determination to do a big job and with a willingness to pay the price only in accelerated effort, you can contribute substantially toward making this campaign a living symbol of your earnest desire to contribute to the war effort," Mr. Gottschall wrote to the agents in announcing the drive. "Our job is to help our government and perpetuate all the things we treasure and for which our men are fighting. Not the least of these are independence and self-reliance. By no instrument are these two cardinal principles so clearly exemplified as through the services of the institutions you represent. Our boys are doing their jobs on the battle front. Can we do less than to do ours on the home front?"

In this drive, the first two days of which were devoted to honoring President Parkinson, unit managers as in the past were teamed up. A victory dinner for managers, general agents, associate managers, assistant managers and supervisors will be held in Chicago the evening of Dec. 2.

Moves into Prudential Building

WASHINGTON—The War Department's office of dependency benefits, with 7,500 employees, is to be moved to Prudential's new \$6,000,000 office building in Newark, and will be the largest single migration from Washington in the government's decentralization program. The office administers benefits to dependents of military and civilian personnel of the war department.

RECORDS

Equitable Life of Iowa—Had \$4,162,328 of new paid business in September, a gain of \$100,000 over August and \$300,000 over July. Insurance in force increased \$1,115,274, giving a gain of \$11,720,632 for the year to date and swelling the total insurance in force to \$630,440,665.

Albert Rose of New York City led in September with \$357,347 of paid business as a result of a pension trust created for a New York City corporation. His paid production for the year now is just under \$2,000,000. The New York City agency of Hoey & Ellison was first, H. S. Bell, Seattle, second, and F. L. McCormick, Des Moines, third among company agencies.

Franklin Life—A report has been issued showing the first nine months operations. Assets increased \$4,351,783, which is \$2,076,116 over the similar period of last year, bringing the total to \$51,000,000. The first year premium income showed a gain of \$56,653, renewals \$4,422,743, increase \$454,013. Surrenders show a decline of 6 percent, mortality is 41.3 percent, decrease 8 percent. During the past year the liquid position has increased. Liquid assets now amount to \$25,421,907, as compared with \$21,908,549 at the end of September, 1941. Over \$2,250,000 of government issues have been added to the portfolio.

The insurance in force on Sept. 30 was \$229,607,746, compared with \$212,945,937 a year ago.

Acacia Mutual—It passed the \$460,000,000 mark in September. Its paid for business that month was \$4,298,000.

Clarence H. Poindexter, Northwestern Mutual Life, St. Louis, reports a gain in paid-for new business of 44 percent for first nine months over last year. The total to Sept. 30 exceeded that for the entire year 1941. Oct. 1 was the 10th anniversary for Mr. Poindexter there.

Announce Program for Joint Meeting

(CONTINUED FROM PAGE 1)

training and supervision of women agents. The final part of the morning program will consist of a forum on several pressing current problems. Several agency officers will discuss what their companies are doing about such current problems as: "How Can the Home Office Help to Keep Up the Morale of the Field Force?"; "Keeping the Men You Have"; "Dispensable Functions—Home Office and Field"; and "Increasing the Efficiency of the Agent."

The afternoon session on Wednesday will convene with Mr. Parker again serving as chairman. W. F. Hanselman, vice-president Union Central, will discuss problems with regard to the 1942 market from the point of view of a company writing ordinary business only. E. B. Stevenson, executive vice-president National Life & Accident, will discuss the same topic from the point of view of a company writing both weekly premium and ordinary business. Quality aspects of today's market with emphasis on persistency will be the subject of a discussion by J. G. Stephenson, assistant general manager and director of agencies London Life. The final speakers will be B. N. Woodson, assistant manager of the Research Bureau, who will consider the agency situation, present and prospective in "A View From the Sideline."

As in previous years, a business session and dinner for representatives of bureau member companies having less than \$125,000,000 of ordinary insurance in force will be held and this will be the final official event of the second day of the meeting. At this session C. C. Martin, superintendent of agencies Northern Life of Canada, will report in-

formally on the experience of the smaller Canadian companies operating under wartime conditions.

Ordinary Off 26 Percent

September ordinary life sales totaled \$432,679,000 in September, a decline of 26 percent from 1941 and 14 percent from the last five year average, according to the Sales Research Bureau. Sales for the year are off 6 percent. Utah was ahead 5 percent, the only state to show a gain. Experience by cities follows:

	Sept.	9 mo.
	%	%
Boston	-28	-5
Chicago	-32	-11
Cleveland	-30	-9
Detroit	-23	-5
Los Angeles	-17	+8
New York	-38	-4
Philadelphia	-37	-9
St. Louis	-16	+4

Life Presidents to Issue Annual Investment Study

NEW YORK—In spite of the cancellation of its annual meeting, the Life Presidents Association will issue the investment study which is the basis of one of the main speeches each year. The figures include investments by classes, showing the percentage of each type, graphs showing the absolute and relative growth of life insurance assets in the last 20 years, and the ratio of investments to reserves by territorial divisions. It is expected the study will be issued during the first half of December, roughly corresponding with the time when the meeting was to have been held.

Standard Life, Miss., Changes

W. H. Neely, industrial department supervisor Standard Life of Mississippi, has been elected secretary succeeding R. W. Hicks, resigned. L. B. Harrison, assistant vice-president, assumed Mr. Neely's field duties in the industrial department. Miss M. A. Still was named

New Secretary of the Legal Section Is Prominent Citizen

Berkeley Cox of Hartford, associate counsel Aetna Life, who was elected secretary of the Legal Section of the American Life Convention, was born in 1894 at Portland, Ore., where his father practiced law. After his father's death in 1901 his mother moved back to her old home in Virginia and Mr. Cox lived there until he was grown. He attended Washington & Lee University,

graduating in 1914. He taught school for two years and returned to Washington & Lee Law School. He entered the army, receiving a commission as second lieutenant. He was wounded in France and was awarded the Distinguished Service Cross and the Belgian Order of the Crown.

After returning home he spent some months in the Walter Reid Hospital and then finished his law course at Washington & Lee, graduating in 1920. He taught one year in the law school and then practiced four years in Richmond, Va., before going to the Aetna Life's home office as a member of its legal staff. He has been associate counsel since 1930. He is chairman of the Hartford Housing Authority and a trustee of the Hartford College of Law & Insurance and Hartford Seminary Foundation. He is treasurer of the Asylum Hill Congregational Church in Hartford.

assistant secretary and Miss Catherine McClellan auditor industrial department.

SELL THEM WHAT THEY WANT

LIFE ACCIDENT HEALTH

Sell the public what it wants—complete personal protection. You can build a good volume with the Federal Life and Casualty's accident—health—life protection for both men and women and juvenile life for children. Territory open in 30 states.

FEDERAL LIFE AND CASUALTY CO.
DETROIT - - MICHIGAN

"Registered Policy Protection"

BETTER THAN MOST—AS GOOD AS THE BEST

for the career life underwriter is our Lifetime Increasing Income Plan:

1. Liberal 1st year, bonus 2nd year commissions.
2. Lifetime service commissions.
3. Extra compensation for preferred business.
4. Liberal Retirement Plan for permanent agents.
5. 4-phase Educational Program pointing to CLU.
6. Saleable Policy Contracts with unique features.
7. Co-operative advertising and prestige-building.

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REPUBLIC NATIONAL LIFE INSURANCE COMPANY

THEO. P. BEASLEY - PRESIDENT

DALLAS HOME OFFICE TEXAS

Double Indemnity Case Involved Airplane Crash

DES MOINES—A 1923 policy issued by the Equitable Society with a clause listing an airplane flight as an aeronautic expedition was held by the Iowa supreme court as not furnishing valid grounds for not paying double indemnity.

The suit was started by Myrtle L. King on the policy held by her husband who was killed in a crash of a plane on Northwest Airlines, traveling for paying passenger fare between Chicago and Fargo, N. D., on a regular route.

The Wayne county district court allowed double indemnity for death by accidental means and the company appealed to the supreme court where the lower court decision was affirmed.

Sole Issue Involved

The sole question involved was whether the death of the insured while a fare-paying passenger on a commercial airline was the result of his engaging as a passenger in an aeronautic expedition.

The double indemnity clause provided that death shall not be caused by engaging as a "passenger or otherwise in submarine or aeronautic expedition."

The court in its opinion said the company asserted the language of the policy should be interpreted as of the date it was issued.

"We think the date is here immaterial. Although there was a tremendous increase in the volume of aviation between 1923 and 1941, there was no basic change in this means of transportation. Nor was there variance in the meaning of the words—aeronautic expedition."

"The rule is well settled that if insurance contracts are clear and unambiguous, their terms are to be taken and understood in their plain, ordinary and popular sense. It has never been the popular conception that the employment of the speediest type of commercial transportation converts a mere trip or journey into an expedition."

"The insurance policy, prepared by appellant, could have provided in plain language against liability for double indemnity for death from this cause. It did not so provide."

Penn Mutual Has Market Conference

The Penn Mutual Life's home office agency, of which J. H. Reese is general agent, held a marketing conference along original lines. A year ago the men of the agency themselves had made their conference notable because of producing their sales methods and analyses in the form of a series of playlets in a staged presentation. In this conference Mr. Reese and his supervisory staff gave the results of a second year's research into marketing processes, presenting a performance appealing to both eye and ear, but this time using the screen technique instead of the stage.

The show had been produced by R. L. Tatnall, assistant to the general agent, and in introducing the program, he explained that it was necessary to exhibit how the current changes in economic life are affecting the life agent's methods of conducting his own business, how they have made necessary a new strategy of selling which keeps him on the offensive.

Mr. Reese gave an illustrated talk on "Marketing Principles in Life Insurance," in which study he said that marketing may be broken down into three subdivisions, described as spiral marketing, vertical marketing, and horizontal marketing. The first, he said, is in terms of individual needs basically common to all people. The second is

Observes 35th



JOSEPH R. HOFFMAN

Joseph R. Hoffman, secretary Commonwealth Life, is observing his 35th service anniversary. Starting as an office boy in 1907 he was soon promoted to copying applications by long hand in addition to bookkeeping work. He had aspirations to become an engineer and studied at night until he joined the navy in 1917. After the war he went into the underwriting department and in 1921 he was named assistant secretary. The next year he became assistant treasurer as well and in 1923 he was made secretary and manager of the underwriting department.

Mr. Hoffman believes in working closely with fieldmen and as a result Commonwealth has a low ratio of rejections while at the same time a low mortality rate is tangible proof of his ability as an underwriter.

R. V. Hatcher Made Executive Vice-president of Atlanta Life

Robert V. Hatcher, agency vice-president, has been promoted to executive vice-president of Atlantic Life.

He is a native of Richmond, was educated in the Richmond public schools and received an LL.B. degree from the University of Virginia. Following his graduation he engaged in law practice in Richmond as an associate of R. E. Cabell and later as law partner of J. E. Hall. During this time he was a member of the city council and active in civic and governmental affairs.

He became associated with Atlantic Life in 1930 as claims attorney. Later he was made secretary, then superintendent of agencies and in 1937 elected vice-president.

in terms of social strata and the third is in terms of occupational classification.

W. F. Lee introduced the new sales demonstration in which a life insurance digest presentation was dramatized through a novel technique which gave something of the effect of a movie talkie. Phonograph records played a full sales talk while on a stereopticon screen were projected a series of lantern slides in natural color photography. The pictures depicted the full progress of the sales interview, showed the salesman as he talked along, looked over his shoulder as he pointed out the highlights of the digest, and showed a commentator as he explained the philosophy of the sale.

F. G. Stull, speaking on the woman's market, was aided by a series of stage skits dramatizing five different types of women's markets. Those markets are clerical, business and professional women, defense workers, housewives, and father-and-daughter.

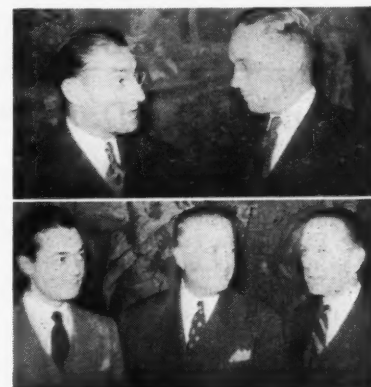
Dr. Bolt Head of Medical Directors

NEW YORK—The Association of Life Insurance Medical Directors held its annual meeting here this week.

Dr. William Bolt, medical director New York Life was elected president, succeeding Dr. D. E. W. Wenstrand, medical director Northwestern Mutual. Dr. S. J. Streight, medical director Canada Life is first vice-president; Dr. A. O. Jimenis, assistant medical director Metropolitan, second vice-president; Dr. E. G. Dewis, associate medical director Prudential, secretary, Dr. W. E. Reiter, medical director Mutual Benefit, treasurer, and Dr. H. E. Ungerleider, assistant medical director Equitable Society, editor.

Modern aircraft in many instances has outdistanced man's adaptabilities both physically and psychically, Col. E. G. Reinartz, medical corps, commandant school of aviation medicine, Randolph Field, Tex., pointed out in his address. Colonel Reinartz showed how medical science is solving the problems arising from this situation. Applicants for the air arm of the services are given a most intensive physical and medical examination in order to determine their fitness for work in planes with speeds in excess of 400 miles per hour and with ceilings of over 35,000 feet. These examinations are more rigid than that which would be required of the applicant for a \$100,000 life insurance policy.

The position of flight surgeon was created in 1918. The flight surgeon has an extremely important role in military aviation in safeguarding the physical and moral well being of its personnel. This work has much to offer the properly qualified physician in civil life, who must be specially trained for his work. Much of the modern advance in military aviation is due to the flight surgeon. The rapid acceleration and deceleration and centrifugal forces arising from the oper-



At the first fall meeting of the New York City Life Supervisors Association: (Above) Harold Cronin, Prudential, secretary-treasurer; Robert Lahm, Home Life of New York, president; and F. L. Morton, tax expert Bethea agency, Penn Mutual, the guest speaker. (Below) W. C. Smerling, Berkshire, immediate past president and W. H. King, New England, also a former association president.

ation of a military plane put great stresses on the human construction, he said.

Precautions taken by the Red Cross in the event of enemy attack were described by Col. Montgomery Schuyler, assistant director New York chapter. Units have been set up in each of the 36 police precincts in New York and the Bronx and through many rest centers which are scattered throughout each precinct.

The M. A. Carroll general agency of Northwestern Mutual Life at Oshkosh, Wis., led the entire United States for the company in paid business in September, with \$578,193. Rudolph Recht of New York was second with \$572,954.

A Progressive Insurance Company

ANNOUNCES—

That opportunities for General Agents are now available in Missouri and Arkansas.

Those applicants who can qualify for General Agency contracts will have the advantage of a contract specifically designed to aid the General Agent in attaining his objective.

Our fieldmen have the advantage of new policy plans and rates that are entirely in keeping with current needs of the trade.

For further information concerning General Agency opportunities, write to:—

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Paul Stewart
Agency Vice President

J. DeWitt Mills
Superintendent of Agents

Missouri's First Wholly Mutual Legal Reserve Life Insurance Company

EDITORIAL COMMENT

Commissions Don't Promote Inflation

THOUGH such eminent authorities as Senator Danaher of the Senate finance committee and General Counsel Randolph Paul of the Treasury have testified to the non-inflationary character of life insurance premium payments, some life insurance men have wondered whether this view was entirely accurate as regards new life insurance, since about half the first year's premium is paid in commissions to the agent while other acquisition expenses result in there being much less of the premium left to invest in government bonds than in the case of renewal premiums.

There appear to be at least two sound answers to this question: First, neither commissions to agents nor other expenses connected with putting business on the books tend to accelerate the inflationary spiral. Second, commissions on new business enable agents to do definitely anti-inflationary type of work that would otherwise be impossible for them.

As to the first point, it is obvious from the current sales trend that the amount of new business is not such as to create a class of newly rich agents who are flinging their money around at racetracks, bidding up the market with ever higher prices for scarce commodities and in general contributing to an

inflationary trend. There is no need to fear that agents will use their commissions in a way that would promote inflation.

The other angle is that unless agents can earn a decent living they will tend to drop out of life insurance selling. But only by remaining as salesmen can they continue their vitally important anti-inflationary work of helping conserve existing insurance and selling war bonds. It is of the utmost importance to keep existing insurance on the books, for with its acquisition costs largely or wholly out of the way there is that much more of the premium that the companies can put into war bonds. Furthermore, surrenderers of insurance, to the extent that they represent the taking of cash values, mean an additional boost to the inflationary skyrocket.

In the sale of war bonds, if life agents are to continue the admirable job they have already done they must continue in the life insurance business. The only way they can do so is by continuing to earn a respectable amount of first year commissions.

In view of these reasons there seems to be every basis for the fullest belief in life insurance sales as non-inflationary in themselves and indirectly helping in the active fight against inflation.

Growing Importance of Lawyers

At the meeting of the Legal Section of the American Life Convention in Chicago it was quite apparent that executives realize that those acting as counsel for life companies will have greater responsibilities thrown on them and they will be called upon more frequently because a number of new problems now

are facing the industry and will come up from time to time. They have to do with taxation, war clauses and other questions that require legal study. Questions of taxation are particularly vexing. The legal department will be one of the chief wheels in the life insurance machinery during these troubled times.

Importance of "Keep Well" Campaign

THE "Keep Well" campaign inaugurated by the Institute of Life Insurance is a direct and mighty contribution to war effort. The Institute was in the midst of its usual advertising campaign when the war broke and then the publicity that was geared to peace time lost its effect when the country got into war.

The administration of the Institute was suddenly brought to face an emergency and after consideration, it found a course that it could pursue with effectiveness. It was a constructive step that dovetailed into war emergency demands.

The Institute soon discovered that the

country would find itself confronted with a sad lack of physicians, surgeons and nurses because so many were needed for war service. Most of them were assigned to foreign locations where our troops are located and where they were being brought into combat. For instance, President Holgar Johnson of the Institute stated that by the end of this year the call for medical men would be at the rate of 2,500 a month. In some localities now doctors are few and far between and nurses impossible to obtain. This situation, therefore, faces the country and it has to be looked at in a realistic way.

All sections of the country, therefore, will be denuded of medical men and nurses. The Institute of Life Insurance hence resolved that its objective should be to undertake a campaign to keep the people well so that they could minimize medical requirements. It has been started and has gained tremendous momentum. It has received a ready response from the federal government, from city health departments and from institutions that are interested in the

objective. A number of manufacturing and business enterprises have used the Institute's literature and dodgers to apprise the employees of the necessity of observing fundamental health rules in daily living.

The life insurance industry, therefore, is standing out in the front in a conspicuous and highly advantageous way. It is a real public service. All in the business should lend a hand to this effort wherever possible.

PERSONAL SIDE OF THE BUSINESS

E. V. Mitchell, general counsel of Continental Casualty and Continental Assurance, has been ill the past month and is still confined to Passavant hospital, Chicago.

Henry Stevens of the Toledo agency of Ohio State Life, one of the company's leading producers, cannot go to war because of his age, but he has sent his three sons into the service. Robert L. Stevens is in Pearl Harbor, Paul Stevens is at the 44th air base depot at Springfield, Ill., and Richard H. is an air corps cadet waiting call to active duty.

Norman H. Nelson, who was elected secretary of the Financial Section of the American Life Convention, was born at Decorah, Ia., but was reared in Mabel, Minn. He attended the University of Minnesota and St. Paul College of Law, being admitted to the bar in 1923. He spent four years in his father's bank at Mabel and then went with the Minnesota Mutual. He was elected treasurer some years ago.

P. M. Anderson, former Shanghai, China, general agent of Occidental Life of California, whose war experiences were reported in the Oct. 8 issue of THE NATIONAL UNDERWRITER, wrote an article on the Japanese situation for the Oct. 19 issue of "Life" magazine.

D. Lee Ballard, Augusta, Ga., district agent of New York Life, has led all agents in the southern department in paid business every month since January.

J. Hawley Wilson, general agent of Massachusetts Mutual Life in Oklahoma, has been appointed chairman of the new division of the Red Cross being established in Oklahoma City, known as emergency welfare service, to plan coordination of the emergency services of public and private agencies and volunteer groups in case of enemy action.

Herbert E. Dieter, Cleveland, regional group manager of Metropolitan Life for Ohio and Kentucky, has been granted a leave of absence to become Ohio state chairman for the sale of Series F and G war bonds, serving on the war savings staff on a \$1-a-year basis. He made an outstanding record in the installation of payroll savings plans in various northern Ohio plants.

At the annual convention of the New Jersey district of Kiwanis International, **Dr. Berthold T. D. Schwarz**, medical director Bankers National Life, was re-elected lieutenant governor for the metropolitan division. He is a past president of the Jersey City Kiwanis Club.

B. C. Markle, head of the group de-

partment of Continental Assurance of Chicago, is at St. Luke's Hospital in that city recovering from a brain operation.

Harold Wood of the Penn Mutual Life's Arkansas agency, associated with Allan Gates, general agent, has been attracting wide attention in Union county there because of his interest in raising hogs. At the Union County Fair two entries won grand champion boar and grand female champion. He also won three firsts, a second and a third prize in various other classes. His hobby has been presenting champion Duroc hogs to teen-age farmers to get them started in improving the breed of farm stock.

W. H. Andrews, Jr., manager of the home office agency of Jefferson Standard Life, Greensboro, N. C., who is secretary of the National Association of Life Underwriters, is chairman of the community and war chest campaign there. The drive has exceeded the goal set for it by a big margin and has been one of the most successful in the city's history.

DEATHS

James T. Hammond, 85, who had supervision over insurance as secretary of state of Utah 1896-1904, died in a Salt Lake City hospital from pneumonia after a brief illness. He was Utah's first secretary of state, following statehood in 1896. After his retirement from office he engaged in the practice of law and was active in that calling until his death.

Dr. David N. Blakely, 75, assistant medical director of New England Mutual Life, died at his home in Brookline, Mass., following a short illness. He graduated from Dartmouth College in 1889. After spending four years in Turkey he returned to the United States to study medicine, was graduated from Dartmouth Medical College in 1896, spent four years at the Boston City Hospital and became associated with New England Mutual in 1907, first as home office examiner and since 1910 as assistant medical director.

Mrs. Mary M. Traylor, wife of Joel T. Traylor, general agent of Northwestern National Life at Indianapolis, died in the Presbyterian Hospital at Denver, after several months of illness. Mr. Traylor has been active in life association work for many years and served as president of the Indianapolis Association of Life Underwriters. Mrs. Traylor, an accomplished pianist, served

THE NATIONAL UNDERWRITER

Published by THE NATIONAL UNDERWRITER CO., Chicago, Cincinnati, New York. PUBLICATION OFFICE, 175 W. Jackson Blvd., CHICAGO. Telephone Wabash 2704.

EDITORIAL DEPT.: C. M. Cartwright, Editor. Levering Cartwright, Managing Editor. News Editor: Kenneth Force.

BUSINESS DEPT.: John F. Wohlgenuth, President. H. J. Burridge, Vice-President and Secretary. John Z. Herschede, Treasurer. W. A. Scanlon, G. C. Roeding, O. E. Schwartz, Associate Managers.



CINCINNATI OFFICE—420 E. Fourth St. Tel. Parkway 2140. L. H. Martin, Abner Thorp, Jr., and C. C. Crocker, Vice-Presidents.

NEW YORK OFFICE—123 William St., Tel. Beekman 3-3958. Editorial Dept.—G. A. Watson and R. B. Mitchell, Associate Editors. Business Dept.—N. V. Paul, Vice-Pres.; J. T. Curtin and W. J. Smyth, Resident Managers.

ATLANTA OFFICE—560 Trust Company of Georgia Bldg. Tel. Walnut 5867. E. E. Hess, Resident Manager.

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SAN FRANCISCO OFFICE—547-8-9 Flatiron Bldg., Tel. EXbrook 3054. F. W. Bland, Res. Mgr.; Miss A. V. Bowyer, Pacific Coast Editor.

Subscription Price \$3.50 a year (Canada \$4.50). Single Copies, 20 cents. In Combination with The National Underwriter Fire and Casualty, \$6.00 a year (Canada \$8.00). Entered as Second-class Matter June 9, 1900, at Post Office at Chicago, Ill., Under Act, March 3, 1879.



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at many of the association's meetings for community singing which was frequently led by Mr. Traylor.

Frederick H. Hornby, 59, president Continental Bank & Trust Company, New York, and director of Guardian Life, died at his home at Garden City, L. I., after a short illness. He was a native of Brooklyn and started in the banking business as a messenger boy with the old Fourth National Bank of New York.

Knock Out Mo. Pension Proposal

JEFFERSON CITY, MO.—The proposed \$29,000,000 old-age pension amendment, which would have bankrupted Missouri and all of its industries, has been knocked out by the Missouri supreme court. It unanimously upheld the decision of Circuit Judge Blair here, barring the proposed amendment from the general election ballot.

Attorney-general McKittrick, representing Secretary of State Brown, said the amendment is "admittedly" unconstitutional but he insisted that the people had a right to vote on it nevertheless.

Treats Question of Notice

In an address on "Notice of Claim" at a meeting of the Chicago Life Insurance

Lawyers Club, A. A. McKinley, Chicago attorney said that there are two types of policy provision relating to notice. One provides for notice within a fixed number of days after the accident or event, the other, "as soon as reasonably possible." The difficulty arises when policies that do not contain the latter phraseology are confused with those that do, he said.

To Devote Dec. 7 to Nation

Agents of the Don A. Bray agency of Union Life at Little Rock, the home office agency, unanimously voted to dedicate their selling services Dec. 7 to the government, in remembrance of Pearl Harbor, Wake Island, Guam and the Philippines. The agents will distribute proportionately the commission they earn that day between army and navy relief and war bonds. The day has been designated "Victory Day." This idea spread to every other agency in Union Life.

Moses I. Longtine, Shrewsbury, Mass., was felicitated on his 40th anniversary with Prudential. He is superintendent at Worcester, Mass. He started as agent Oct. 23, 1902, in Northampton, Mass. In 1903 he was promoted to assistant superintendent, serving in Ware and Springfield.

NEWS OF THE COMPANIES

State Life Takes Over Hearthstone

INDIANAPOLIS—A merger has been effected by State Life of Indiana and Hearthstone Life of Indianapolis and the business of the latter company will be conducted through the home office of State Life.

State Life is the oldest life company in Indiana and one of the largest in the middle west. It has pioneered and has won nationwide prestige. Beginning business in 1894 it has nearly \$200,000,000 of business in force and assets in excess of \$55,000,000.

Hearthstone Life, one of the youngest among Indiana companies, was organized shortly before the outbreak of the present war, and has limited its operations to its home state. It was organized by Frank P. Manly without promotion expense or special inducements to policyholders. It has been conservatively managed. It was sponsored by a group of prominent Indiana business men. It met with favor from

the start and established a creditable business in its home state, making consistent gains in insurance in force, assets and surplus.

Anticipating the increasing operation expenses the management of Hearthstone Life decided it would be wise to merge its business with an older and larger company.

The active home office personnel of Hearthstone Life and agents will cooperate with State Life.

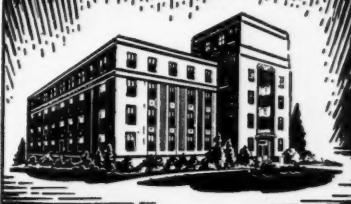
Gains for Shenandoah Life

Marked gains are shown in the examination of Shenandoah Life completed by the Virginia, Kentucky and District of Columbia insurance departments. Assets on Dec. 31, 1941, totaled \$10,926,256 as compared to \$8,751,565 when the last examination was conducted in 1938. Ordinary in force totals \$93,990,772 compared to \$68,411,560 in 1938, while group in force has increased from \$116,940,569 in 1938 to \$153,796,233. Most of the group business is written in the District of Columbia among U. S. government employees.

The examiners reduced market value



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of real estate over book value by \$39,527 and increase the surplus by \$15,383 for investment value of stocks over book value.

Shenandoah Life holds 4,128 shares of United Life & Accident or approximately 20 percent of the latter's outstanding stock which was valued at \$24.84 per share. The examiners increased this valuation to \$28.53 per share.

Amos Made Personnel Officer

Bruce Amos has been appointed personnel officer of Great-West Life. He will have supervision of head office personnel and planning and also will take charge of the departments handling employment, supplies and head office building. He has been with the company since 1917.

Report on Sterling Audit

The Illinois department has reported on an examination of Sterling of Chicago as of Dec. 31, 1941, showing assets \$761,817, capital \$200,000 and net surplus \$35,105. The examiners state that the cash position is well maintained and the investment portfolio is composed of diversified and marketable securities. Adjustment of policy claims appear to have been effected in accordance with policy provisions. L. A. Breskin is president and treasurer.

Reports on United of Chicago

Assets of United of Chicago at Dec. 31, 1941, amounted to \$1,045,058, capital was \$225,000 and net surplus \$84,513, according to the report of an examination by the Illinois department. The cash position is well maintained and surplus funds are being currently invested in marketable securities, the report states. The insurance in force in the ordinary and industrial life department amounts to \$8,904,175. The A. & H. premium income has amounted to \$116,826 monthly.

United has an agreement with two agencies that write considerable accident business which is solicited by mail. The Morgan Jones agency of Elgin, Ill., issues a limited monthly accident contract known as the Century policy. Also it has an agreement with Edward Mallon and Jerome Factor of Chicago operating as the United Insurance agency, which writes a limited auto accident policy for \$3 a year of which \$1 is the annual registration fee.

Federal Judge Vaught of Oklahoma City has dismissed a suit filed by policyholders of **Oklahoma Benefit Life**, asking that a receiver be appointed, on the ground that he did not have jurisdiction over the case.

In Charge of Southern District for Bankers

R. H. Cherry, who was recently appointed an assistant superintendent of agencies of Bankers Life of Des Moines, for many years has been agency manager for that company at San Antonio. He will be in complete charge of the southern district of Bankers Life.

The name of Cherry is prominent in Bankers Life circles, since R. B. Cherry, father of R. H., has been with the company 57 years and is just now retiring. R. H. Cherry has been with Bankers Life since the age of 18 and has served continuously except for two years service in the former war.

Get all the facts by ordering the "Unique Manual Digest" from National Underwriter. 400 companies, 1600 pages. Only \$5.



R. H. Cherry

LIFE AGENCY CHANGES

Card Is Named Cleveland Manager

Union Mutual Life of Portland, Me., has appointed Tom Card manager of its Cleveland office. Mr. Card, a for-



TOM CARD

mer agent, supervisor and agency consultant for the Massachusetts Mutual, succeeds Paul E. Kelly, whose recent death cut short a promising career.

Mr. Card is a member of the board of directors of the Cleveland Life Underwriters Association and chairman of the Cleveland C.L.U. chapter.

He entered insurance 14 years ago, on graduation from Western Reserve University. He has been a popular member of the insurance fraternity in Cleveland and has taken an active part in civic affairs.

Bob Patterson in Akron Post for Ohio State Life

Bob Patterson has joined Ohio State Life as general agent at Akron, O. He takes the place of H. Gregg Stone, who recently went with Mutual Life as supervisor at Cleveland. Mr. Patterson has been supervisor for Mutual Benefit Life at Akron and prior to that was with Massachusetts Mutual there. He has been a \$250,000 producer.

Merrell in Army; Borland New Pittsburgh Manager

Acacia Mutual Life has appointed Lloyd W. Borland manager at Pittsburgh. He succeeds Roland Merrell, Jr., who is now in training in the army air force.

Mr. Borland at one time was territorial manager of Penn Mutual and resigned as assistant general agent of Connecticut Mutual Life in Pittsburgh to accept his new position. He has specialized in training and developing new men.

Preble and Booher to Be Partners in Boston

Warren H. Preble, a Boston general agent of Home Life of New York, has announced that Claude L. Booher will be associated with him as co-general agent. The agency will operate as a partnership.

Mr. Booher started in life insurance five years ago as a field underwriter in Boston. Two years later he was appointed supervisor, and in 1940 became associated with the sales planning division at the home office. After a period of managerial training he returned to

Boston as a home office agency field assistant with the Preble agency, assisting in recruiting, training, and direction of new organization. The agency has won the company's agency building award for "new organization" this year for three successive quarters.

Mr. Preble, prior to transferring to Boston in June, 1929, as a Home Life general agent was manager of the group department for the old Hart & Eubank Aetna Life agency of New York City.

Martin Western Manager

While in Seattle to address the Accident & Health Managers Club there, J. M. Powell, president of Loyal Protective Life, announced that J. W. Martin of Portland, Ore., who was in attendance at the meeting, has been appointed western manager.

Since 1935 Mr. Martin has been western field supervisor in charge of the Pacific Coast. He joined Loyal Protective in 1928 as an agent in Washington and was a very successful producer, later being appointed general agent.

A. C. Owen to Pittsburg, Kan.

Archibald C. Owen, formerly manager for Metropolitan Life, Poplar Bluff, Mo., has been transferred to head the district office at Pittsburg, Kan., and branch offices at Coffeyville and Fort Scott. Mr. Owen went with Metropolitan in St. Louis in 1928. In 1935 he was appointed general assistant manager for southwestern territory and in 1940 he was made manager at Poplar Bluff.

Worley Harr in Houston

Worley Harr, who has joined Atlantic Life as state manager for Texas, will have headquarters in the Sterling building in Houston. Mr. Harr's first life insurance connection was with Jefferson Standard Life at Greensboro. He started as a producer, later became supervisor and then branch manager. Later he went with Shenandoah Life and in 1929 was advanced to agency manager and in 1938 was elected vice-president and director.

Brooke Thompson to Augusta

Brooke Thompson, associated with District Agent E. L. Fryer, Jr., of Northwestern Mutual Life at Rome, Ga., for the past few years, has been appointed district agent of the company at Augusta, Ga.

Feldenheimer to Aetna Life

William B. Feldenheimer has been appointed manager of the brokerage department of Aetna Life in Portland, Ore. He formerly was with Union Central Life.

Fairfield with James & Co.

David W. Fairfield, formerly with Connecticut General for eight years and recently brokerage manager for Provident Mutual and supervisor with General American Life in Chicago, has joined Fred. S. James & Co., Chicago, as life department supervisor under Manager C. F. Lundquist. Mr. Fairfield is a graduate of the University of Illinois, where he was captain of the track team in 1928. He is a former director of the Chicago Association of Life Underwriters.

Willard H. Parks of Hastings, Neb., has been appointed district manager there by Security Mutual Life of Nebraska.

Plans to Get Action in Iowa

DES MOINES — Commissioner Fischer in a talk before the Insurance Federation of Iowa stated that the new life mortality table may be ready by January, so that he probably will submit it to the next legislature.

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NEWS OF LIFE ASSOCIATIONS

Association Men Seek Two Billion

Sales and pledges of war bonds by members of the National Association of Life Underwriters on Oct. 1 reached the record-breaking total of \$1,725,656,261, it is announced by W. H. Andrews, Jr., Jefferson Standard, Greensboro, N. C., chairman war savings committee.

Practically all of the 369 local units and 21,234 of its members are now active in selling bonds through the salary savings plan. They have installed plans in 58,838 firms of all sizes, and have enrolled 10,488,156 employees.

Cash sales to date have been \$393,193,721, with yearly pledges of \$1,332,462,540, bringing the grand total of sales and pledges to \$1,725,656,261.

Having passed their primary objective of \$1,000,000,000 in sales and pledges by Aug. 15, the National association's bond-selling volunteers are now aiming to reach the \$2,000,000,000 mark by Dec. 31. With just \$274,343,739 to be sold in October, November and December to assure that total, however, the association should meet its second objective as easily as its first.

Minn. Institute, Congress Planned for March 1-4

MINNEAPOLIS—A coordinated life insurance institute and sales congress is being tentatively arranged by the Minnesota Association of Life Underwriters. The two projects are being fitted together so that there will not be doubling up of transportation expense.

The tentative dates for the institute, to be held at the University of Minnesota, are March 1-3, the course being cut from five days last year to three this year. Officers of the state association will confer Oct. 24 with the University faculty to chart the program for the institute. Dean Field, St. Paul, is institute chairman for the state association and Frank L. Brunkow, Mutual Benefit, Minneapolis, co-chairman.

The sales congress will be held March 4, according to present plans. Speakers for this one-day meeting have practically all been arranged. Robert E. Shay, Bankers of Iowa, is general chairman.

Because gas rationing is expected to be put into effect in Minnesota about Nov. 15, President Leon LaBounta, Penn Mutual, says that regional meetings, which have been held other years preceding the sales congress, will not be advisable this year. Instead a two-day barnstorming tour of southern Minnesota early in November is being planned if local associations in that area are agreeable. Meetings will be held at Winona, Austin, Mankato and Rochester. Agents in the territory surrounding each of these towns will be invited.

Grant Taggart Maps Out Long Itinerary

Grant Taggart, California-Western States Life, Cowley, Wyo., president of the National Association of Life Underwriters, will address 11 local and state underwriters' meetings in the remainder of October and November. His schedule is as follows:

Oct. 22, southeast Kansas sales congress, Parsons; 23, Kansas City; 24, Illinois sales congress, Peoria; 26, Wisconsin state association, Milwaukee; 27, Toledo; 28, Dayton; 29, Indianapolis; 30, Chicago; 31, East St. Louis, Ill.

Nov. 2, Oklahoma City; 3, Wichita.

Fort Wayne, Ind.—At a joint luncheon meeting Thursday, Oct. 22, with the chamber of commerce, Ralph W. Carney, vice-president Coleman Lamp & Stove Co., Wichita, Kan., spoke on "Arming America."

How Benson Keeps Up Agency Morale

ST. LOUIS—Judd C. Benson, home office agency manager Union Central Life, Cincinnati, speaking on "Capitalizing Present Opportunities" to the Life Underwriters Association of St. Louis, told of what has been accomplished in his own agency since Jan. 1. Morale has more to do with the success of a life agent in these days of war than personal skill or any prospecting plan yet devised, he said. One group of agents is frightened by the complexities of present day conditions. Because they are bewildered and scared, their morale is bad. A second group is inspired deeply by the appeal to do something to aid in the situation. By accepting the challenge they are doing a great job as agents, and since they accept this challenge, their morale is good.

He listed as the four cornerstones of good morale: (1) an undying, unswerving faith in our country; (2) faith in the institution of life insurance; (3) faith in the company for which the agent works and (4) faith in his agency manager and in himself. He holds the question of morale is the agent's obligation and not that of his general agent or manager.

Lists Specific Steps Taken

Specific points stressed by his agency to attain and hold good morale include:

1. A realization that the job of selling life insurance these days is just as tough as that of a soldier, sailor or marine, and as the men in the armed forces must be physically fit, so must a life man.

2. Improve knowledge of life insurance every day. Study for at least 30 minutes every day some life insurance subject.

3. Establish regular working hours. His agents report at 9 a.m. and stay on the job until 5 p.m.

4. See and talk life insurance each day to at least one new prospect whom the agent never has attempted to sell before. Such a system faithfully followed will keep the production line going through.

5. Qualify prospects, not according to the old rule of need for life insurance and ability to pay premiums, but rather on their ability to think a situation through and decide for themselves.

6. Do not talk to fellow agents during working hours. Office hour chats take up valuable time and also tend to spread bad morale.

7. Take an active part in some portion of the civilian defense program, not only because this is the patriotic thing to do but also because conditions are not so confusing or disturbing to a man if he has an active part in them.

Iowa State Association Committee Chairmen

The officers of the Iowa Association of Life Underwriters met at Cedar Rapids for an all-day session.

The following committee chairmen were named: W. K. Niemann, speakers bureau for local association programs; Chas. J. Stratton, membership; Merle E. Van Epps, education and public relations; Tom Read, legislation; Jack Hilmes, state war bond coordinator, and C. V. Shepherd, publicity.

The program outlined for the year includes two pieces of legislation for Iowa, the increase of non-medical limits to \$5,000, and to pass legislation approving life insurance investment for funds of minors in the hands of a guardian.

The educational program will include

plans for lay education beginning with an assembly program to be introduced in Iowa high schools.

Rutherford Opens Fall Season in Philadelphia

PHILADELPHIA—Not only do life insurance needs continue in wartime but the necessity for solving them is more important than ever, James E. Rutherford, executive vice-president National Association of Life Underwriters, declared at the first fall meeting of the Philadelphia association.

Life agents should consider themselves "want-finders" and "want-satisfiers." They can make a real contribution to the war effort by working harder than ever before in selling life insurance. Many widows and children will need life insurance money in the days to come sooner than might normally be expected.

In selling an agent should familiarize himself with life insurance needs and how his product serves them. Then he should find a person who has these needs and fix the problems in his mind. To motivate the prospect to action, Mr. Rutherford urged the agent to talk about things close and dear to the prospect's heart, supplementing his talk by pictures, stories, checks and gestures. In closing, the agent should say: "Do you want to bind the company by check or cash?" More one interview sales will be necessary under gas rationing, Mr. Rutherford pointed out.

Dr. David McCahan, dean of the American College of Life Underwriters, presented C.L.U. diplomas to V. S. Mollenauer, general agent Connecticut Mutual; H. H. Myers, Metropolitan Life; J. A. Schneer, John Hancock; J. S. Von Klick, Prudential, and R. G. Williams, Mutual Life. The diploma for V. W. Maywald, who is now in service, was forwarded to him.

Chicago Association Revises War Bond Sales Plan

Six divisions have been created in the war bond sales setup of the Chicago Association of Life Underwriters, with George Huth, Provident Mutual, and E. C. Seese, Metropolitan, the former co-chairman, in charge as general chairman.

Each division now has a chairman, these being: W. N. Hiller, Penn Mutual; G. T. Vermillion, Mutual Life of New York; R. D. Hinkle, Equitable Society; F. C. Wood, Lincoln National; E. C. Hoy, Sun Life of Canada, and J. O. Todd, Northwestern Mutual.

Each chairman has under him eight captains who direct field representatives. The divisions meet weekly.

The Chicago association has established an outstanding record to date in sale of war bonds which recently was characterized by a Treasury official as a model for the nation.

Record Is Impressive

As a result of the Chicago association's effort from \$18,000,000 to \$20,000,000 cash is being collected each month for war bonds through salary savings plans with 1,750,000 participating.

Mr. Huth's and Mr. Seese's work has been so outstanding that they have been invited to attend a meeting in Kansas City next week of state war bond administrators to appear before the session on payroll savings plans.

A membership drive to contact all licensed life agents in Chicago is to be launched Oct. 26, organized along military lines and to continue for two weeks. R. R. Reno, Jr., Equitable Society, is membership chairman, and E. M. Berger and B. C. Howes are co-chairmen. There are 14 membership teams with 85 members. The objective is to secure five new members for each of the 97 members in service.

Some 25 members of the life agency cashiers' division who passed the Part 1 examination of the Life Office Management Association study course last year are studying Part 2, and more than

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30 clerks and office workers in life offices are studying Part 1 and will take the examinations next spring.

C.L.U. Conferment in Buffalo

At a joint luncheon meeting of the Buffalo C.L.U. and Buffalo Life Underwriters, Thursday, George E. Lackey, Massachusetts Mutual, Detroit, and president of the American Society C.L.U., presented diplomas to members who have been awarded the C.L.U. designation: Sidney Wertimer and Bernard B. Hoffman, Prudential; Clayton T. Knox, Mutual Life; Cornelius Kurtz, Mutual Benefit; Walter A. Schworm, and Herbert G. Vogt, Mutual Benefit. A certificate in agency management was awarded to Arthur L. Beck, National Life.

Mr. Lackey also gave an address "Are We in the Service?"

Also a vote was taken on the proposal to reduce the dues of agency heads to \$20 from \$30 and to create a veteran membership classification, consisting of a minimum of 15 years' membership and attainment of age 65, or 25 years of membership if under age 65. The dues would be \$5.

Oklahoma City—At the first fall meeting Albert Irwin, Northwestern Mutual, was named national councillor to succeed Homer Jamison, Equitable Society. Ricks Strong, John Hancock Mutual, Dallas, outlined the uncertainties of the future. A revision of the by-laws was voted and a committee, headed by Theo Green, Massachusetts Mutual, was appointed to work out certain amendments and submit them to a subsequent meeting. The association pledged to furnish one or more day rooms for the soldiers at the Oklahoma City air base.

Boston—C. J. Zimmerman, former president of the National association and now a lieutenant commander in the navy on duty in Boston, talked Thursday on "The Vital Front." C. L. U. certificates were presented.

Chillicothe, O.—Clifford C. Wharff, field organizer of New England Mutual and president of the Columbus association, spoke on "Our Present Market."

Columbus, O.—Clariss Adams, president of Ohio State Life, spoke at the October meeting. He took the place of Harry N. Wietting, Prudential, Toledo, who was unable to appear because of the serious illness of Mrs. Wietting. The Columbus association is planning a sales congress in March.

Wausau, Wis.—Peter Zimmer, Prudential, Oshkosh, president of the Wisconsin association, reviewed the national convention in Chicago and national legislation affecting life insurance. He lauded the contribution of life men in promoting the sale of war bonds through salary allotment plans, and outlined the "keep well" campaign.

Joliet, Ill.—A breakfast meeting with 40 present opened the fall season. The "American Portrait" film was shown. President W. D. Kouns presided.

Northern New Jersey—One of the features of a luncheon meeting in cooperation with the Newark C. L. U. chapter was the presentation of seven C. L. U. diplomas by Julian S. Myrick, second vice-president Mutual Life and chairman of the board of the American College.

Those who received diplomas are: F. J. Beebe, H. M. Kennedy and W. S. Weier, Prudential; G. J. Cohen, H. E. Hoffman, A. D. Kaplan and L. A. Manza, Jr., Metropolitan Life. T. Gibson Smith, Prudential, received the certificate of proficiency.

Pittsburgh—The association has now published the 1942 revised edition of the "Quiz Book on Life, Health & Accident Insurance." It is used in training prospective agents and consists of 117 pages containing 597 questions and answers. These are questions used in the Pennsylvania state examinations for license.

Jacksonville, Ill.—Congressman James M. Barnes discussed current problems in Washington at the annual banquet meeting. He stayed over just long enough to make the address and then went to Indianapolis to take a plane for Washington in order to vote upon the bill to draft young men of 18 and 19. The war will not last so long as some people have predicted, he said, but will not be easy. The turning point came this summer in Russia when Germany failed to reach its objective. He fears a rapid transition after the war back to peacetime economy and there must be careful

planning in order to avoid world-wide chaos. There can be great prosperity, which will depend on facing the problems now. Mrs. Lillian I. Danskin, president, presided.

Spokane, Wash.—Walter M. Jones, Salt Lake City manager of Business Men's Assurance, reviewed the important role of life insurance in the battle for soundness of the American dollar.

Akron, O.—More than 100 life men of Summit county took the "day off" last Saturday to aid fruit farmers of the county in gathering their heavy crop of apples, under sponsorship of the Akron association.

Youngstown, O.—Mahlon H. Ritchie, Metropolitan Life, spoke at a breakfast meeting on "Prospecting Procedure—the Right Arm to Successful Selling."

Lima, O.—Milton Sherman, Toledo general agent of Connecticut Mutual Life, spoke on "Life Insurance as an Aid to Estate Liquidation."

Minneapolis—C. H. LaFleur, Minneapolis sales engineer with special experience in life insurance, was the speaker at the Oct. 22 luncheon meeting.

Los Angeles—The life insurance forum will hold its next session Oct. 29. Agents of Metropolitan, Prudential and John Hancock offices will be on the program.

Atlanta—E. B. Stevenson, executive vice-president National Life & Accident, will speak Oct. 22.

Santa Monica, Cal.—The association is conducting a drive for new members, and not only for new members but to have additional companies represented in the membership. At the next meeting Oct. 29, Jack White, manager of "B" ordinary agency of Prudential in Los Angeles, will speak on "Feathering Your Nest."

Bridgeport, Conn.—G. F. Ream, superintendent of agencies of the Mutual Benefit, addressed the monthly meeting. He stressed the fact that the purchase of war bonds is the most important duty of every one not in the service, and that it should be the agent's job to see that bonds are sold as much as it is to sell life insurance. He however, pointed out that while this is the patriotic duty it was his belief that the purchase of life insurance also was important for the protection of the family.

Mr. Ream discussed the money market, asserting that several months ago it was known where it was, but that today with the rapid change in events, this is difficult to determine. He outlined where he believed the money is and who are likely persons to be purchasers of life insurance.

The Bridgeport association has started another C.L.U. course this year which will be conducted by several C.L.U.'s locally and from other points in the state.

Austin, Tex.—Following a talk by R. William Archer, public relations director of Southwestern Life, in which he urged agents to keep in mind the market of tomorrow while devoting their efforts to winning the war. A C.L.U. diploma was presented to Frank W. Moore, manager Southwestern Life.

Corpus Christi, Tex.—The association has decided to maintain a war bond and stamp booth downtown until Jan. 1, following a report on sales at the bond station, showing \$32,542 in bonds and stamps sold through the booth in the three weeks it has been operated.

Ruling on Minn. Retaliatory Law

ST. PAUL—Assistant Attorney-general E. J. Devitt has advised Commissioner Johnson, in response to a request, that the Minnesota retaliatory law is strictly retaliatory and not reciprocal, and consequently that any increased taxes or fees must be applied item by item, rather than on an aggregate basis.

MANAGERS

Herbert Elected President of Denver Managers

Thomas G. Herbert, Guardian Life, was elected president of the Denver Life Agency Managers Association at the annual meeting. He succeeds Elmer Metcalf, National Life of Vermont. Arthur Underwood, Lincoln National, is vice-president, and C. E. Eddleblute, Penn Mutual, secretary-treasurer.

The executive board includes A. B. Ballah, Northwestern Mutual; Harry Fabling, Pacific Mutual; Frank Devitt, Capitol Life; M. E. McKibben, Acacia Mutual.

A committee in charge of entertainment and meeting was appointed: Guy Lyman, Union Central; Frank Devitt, Capitol Life, and V. V. Van Leven, New York Life.

W. E. Hays, director of agencies New England Mutual Life, spoke at a dinner, saying the life companies are playing an important part in the war effort through buying bonds and helping to finance the war. They also will help greatly in the post-war adjustment period, as policy reserve funds will help the owners over emergencies. He outlined plans for recruiting new agents and discussed sales angles that successful salesmen are using these days.

Benson Talks on Women Agents

Judd C. Benson, home office agency manager of Union Central Life, Cincinnati, addressed the St. Louis General Agents & Managers Association. He discussed methods and rules used by his agency in selection of women agents. The success of his method is indicated by the agency's record of selling \$2,500,000 of new business last year through women agents.

Install New Okla. Officers

The first fall meeting of the Oklahoma City General Agents & Managers Club was given over to a round table discussion of prospects for increased business in Oklahoma City with the influx of people due to several war industries that are going into operation there.

New officers, including George Field, Travelers, president; Edward VanCleaf, National Life of Vermont, vice-president, and Kenneth Aldrich, Guardian Life, secretary-treasurer, were installed.

The club will give a breakfast Nov. 2 for Grant Taggart, president of N.A.L.U., who will address Oklahoma City Life Underwriters Association that day.

Silleck on Executive Committee

John E. Silleck, agency director of New York Life in Newark, has been elected a member of the executive committee of the Life Insurance General Agents & Managers Association of Northern New Jersey.

Emerick Speaks in Albany

ALBANY, N. Y.—John L. Emerick, special agent Equitable of Iowa, spoke on "The Agents' Point of View" at the October meeting of the Albany General Agents & Managers Association.

SALES MEETS

Volunteer State Agents Gather in New Orleans

With emphasis on business instead of the usual entertainment features, the Cecil Woods Club of Volunteer State Life held its meeting in New Orleans. President Cecil Woods opened the gathering and Dr. John B. Steele, vice-president and medical director, and Howard Blanton, agency vice-president, were among the speakers.

Production of new business under wartime conditions and the accompanying problem of recruiting new manpower were considered. By reason of their experience and excellent records in production and persistency, club members were able to advance many good suggestions for meeting these current problems.

One of the highlights of the meeting was the presentation of club rings to new members.

Lincoln National Salt Lake Rally

Lincoln National Life agents from Utah and Idaho, numbering more than 30, held a one-day sales congress in Salt Lake City. T. B. Isaacson, manager there, was in charge of arrangements. Attending from the home office were Vice-president Cecil F. Cross and J. J. Klingenberg, agency secretary. It was announced that Mr. Isaacson's agency is 40 percent ahead of last year in written and paid-for business.

Cross Speaks in Seattle

The E. H. Small agency of Lincoln National Life in Seattle, heard a business gains report of the year to date, given by C. F. Cross, second vice-president and manager of agencies.

Mr. Cross also discussed the effects of war on life insurance, and stressed the need for individualized counsel to the public as a part of life insurance agents' service.

Brokerage Classes for Women

Recognizing the growing importance of women in the insurance business under war conditions, Fred S. James & Co., Chicago, is holding brokerage classes for women every Tuesday afternoon. All lines of insurance will be covered. Mrs. Lorraine L. Blair, supervisor of the women's department, is in charge. Mrs. Blair was with Connecticut Mutual in Chicago for a number of years and is founder of the Woman's Finance Forum.

Agents handling Health and Accident Insurance would do well to establish a LIFE INSURANCE DEPARTMENT.

*Expense allowance

Plus very liberal General Agents Commissions.

AGENTS WANTED IN

Alabama	Georgia
Arkansas	Louisiana
Delaware	Oklahoma
Florida	South Carolina
	West Virginia

THE AMERICAN HOME MUTUAL LIFE INSURANCE COMPANY

716-11th St., N. W.

Washington, D. C.

"Insurers since 1908"

Security Life and Accident Company

Home Office

DENVER, COLORADO

"An Old Line Legal Reserve Life Insurance Co."

Also Features

NON-CANCELLABLE GUARANTEED RENEWABLE ACCIDENT AND HEALTH CONTRACTS

ATTRACTIVE AGENCY OPPORTUNITIES

W. LEE BALDWIN

President

LEGAL RESERVE FRATERNALS

Ohio Superintendent to Address State Congress

Insurance Superintendent Lloyd of Ohio and T. R. Heaney, high secretary Catholic Order of Foresters and immediate past president National Fraternal Congress, will be the chief speakers at the annual meeting of the Ohio Fraternal Congress in Columbus Oct. 23-24. Mr. Lloyd will speak at a luncheon meeting and Mr. Heaney at an evening session the first day.

Mrs. Mayme Hippler, Ohio manager Woodmen Circle, will preside and give her president's report. L. C. Wolf is first vice-president, A. W. Franklin, second vice-president, R. S. Cox, secretary, and E. C. Jacobs, treasurer.

Mr. Jacobs will speak on "War Clauses in Fraternal Contracts" in the afternoon session Oct. 23. He is associated with Aid Association for Lutherans at Rocky River, O. E. W. Dillon, past president of the Law section, National Fraternal Congress, will discuss the proposed fraternal code. J. B. Yaw will be the master-of-ceremonies at the banquet the first evening.

Mrs. Ruby G. Zilliken, national president Tau Phi Lambda society, will speak on "Fraternal Societies' Front Line of Defense" the second morning; C. H. Kernan, superintendent Junior Order United American Mechanics home at Tiffin, O., will give a talk, and Dr. D. F. Bowers, supreme surgeon United Commercial Travelers, Columbus, on "Medical Problems of Insurance."

New officers will be elected in the afternoon and installed by Woodmen Circle, with Mrs. Martha Bean in charge, and J. C. Daly of U.C.T. as installing officer.

Congress Chairmen Named for N. D. Annual Rally

A varied and timely program has been prepared for the annual convention of the North Dakota Fraternal Congress to be held in Grand Forks, Nov. 18. Dr. Richard Beck, University of North Dakota, congress president, who represents Sons of Norway, named a local committee on arrangements of which Mrs. Dorothy M. Mahon, Royal Neighbors, is general chairman. Other chairmen are: Program, Mrs. Cecelia Hovell, Maccabees; banquet, Mrs. Ellen Etling, Degree of Honor; publicity, Omer S. Mathiason, A.O.U.W. of North Dakota.

Besides regular convention business, the program will include papers and addresses by prominent fraternalists, singing and other entertainment features, and a patriotic note will be struck throughout. N. J. Williams, president National Fraternal Congress, will be the principal speaker at a public program in the evening.

Mrs. Hannah Harris, Fargo, is first vice-president; R. E. Burns, Fargo, second vice-president, and Cora Newman, A.O.U.W., Fargo, secretary-treasurer.

Two Officials Appointed by Woman's Benefit

Dr. Sallie W. Miller recently was appointed assistant supreme medical examiner by Woman's Benefit, stationed at the head office at Port Huron, Mich. She is assisting in important medical and health center duties.

Mrs. Dorothy Hunt Needham was named supreme finance auditor to fill the vacancy caused by death of Mrs. E. Irene Raub, who served in that office 44 years. Mrs. Needham was formerly deputy supreme supervisor of girls' activities, traveling throughout the country. She is a graduate of University of Illinois.

Undertakes Drive to Sell Fraternal Advantages

LINCOLN, NEB.—Guy B. Kirk, state manager of Woodmen of the World, Omaha, has undertaken as newly-elected president of the Nebraska Fraternal Congress, a drive to reestablish fraternal insurance in public favor. In many instances, he finds, persons purchasing life insurance have discriminated against fraternalists by taking large policies from old line companies and small ones from fraternalists.

It is the job of the fraternal field representatives to impress upon the insurance-buying public that operating, as they do now, on the legal reserve basis, the coverage they are able to offer is as safe and sound as that sold by the old line companies, and in addition the fraternalists have special services to offer that cannot be offered by competitors.

Craig Named Superintendent of Agents by K. of C.

Leo F. Craig, who for the last two years has been associated with the head office of Knights of Columbus in New Haven, Conn., has been appointed superintendent of agents of that society's insurance department. Previously his home was in South Dakota.

Mr. Craig has been a director for more than 17 years and chairman of the committee on audit of the supreme board for over 10 years. He has been a member of many other important committees.

He was grand knight, lecturer, district

deputy and state deputy in South Dakota for many years. He has a thorough knowledge of insurance and has held various field positions with well-known life companies.

Dr. Beck Named Vice-Consul

Dr. Richard Beck, head of the Scandinavian department of the University of North Dakota faculty and prominent in field work for Sons of Norway, recently was named vice-consul in North Dakota by the government of Iceland, and will maintain office in Grand Forks. He was born in Iceland, has lived in this country since 1922 and is a Ph.D. of Cornell. He has been decorated by King Christian of Iceland and Denmark and King Haakon of Norway.

Iowa Congress Speakers

The annual meeting of the Iowa Fraternal Congress at Waterloo, Ia., Oct. 23 will be addressed by N. J. Williams, president National Fraternal Congress; Alex. O. Benz, president Aid Association for Lutherans, and Bradley C. Marks, head of A.O.U.W. of North Dakota. R. W. Schultz, congress president, is associated with Aid Association. Mrs. Florence M. Bridges is first vice-president, R. B. Twogood, second vice-president, and George M. Bird, editor "Fraternal Field," Cedar Rapids, is secretary-treasurer.

Mueller and Kunz Receive F.I.C.

William F. Mueller and Fred A. Kunz of Aid Association for Lutherans, Appleton, Wis., have been awarded the degree of fraternal insurance councillor by the Fraternal Field Managers Association.

American Fraternal Union of Ely, Minn., has been licensed in California.

PACIFIC COAST AND MOUNTAIN

New Move in Cal. to Hold Agents Company Employees

LOS ANGELES—The old controversy as to whether life insurance agents are company employees or independent contractors has bobbed up again, this time with Equitable Life of Iowa as the "guinea pig."

Bernard Czesla of the state department of employment has held that all general agents and soliciting agents of Equitable are employees and that the company should be assessed taxes on their earnings from Jan. 1, 1936, when the unemployment insurance act became effective.

John H. Riordan of San Francisco, counsel for Equitable, has appealed and has asked a hearing and oral argument before the full California employment commission.

Other companies, particularly those domiciled in California, are prepared to join in the fight to have the status of both general and soliciting agents remain as independent contractors. Examiners from the California employment commission have been inspecting the records of other companies in connection with the move.

No Life Insurance with Jewelry

DENVER—A local jewelry company advertised to give the buyer of a certain amount of merchandise a life insurance policy for \$500, on which the first premium was to have been paid by the jewelry store. Commissioner Kavanaugh, in writing to the president of the company in which the jewelry company proposed to place the insurance, said the offer came close to violating the Colorado law besides being an unethical way to sell life insurance.

The company president wrote Mr. Kavanaugh that he knew nothing about the matter and said he would not accept that kind of business. It developed that

the deal was made by the company's local agent and the jewelry company. The offer now has been withdrawn.

Colorado Ruling on Service Men

DENVER—In response to a large number of inquiries from both life and fire and casualty companies, Commissioner Kavanaugh of Colorado has ruled that agents who are in the service will not be required to renew their licenses. Commissions due these agents may be paid to the wife or other designated representative.

If wives or representatives of these agents do not solicit new business, they do not need to obtain a license, Mr. Kavanaugh said, but if they wish to sell new business, they must apply for license. The department will be as liberal as possible in regard to the qualifications of these applicants.

Agents returning from service will be permitted to obtain licenses without examination or other formality.

Patterson Ends Coast Tour

SAN FRANCISCO—A. E. Patterson, executive vice-president of Mutual Life, is en route back to the home office by way of the Pacific northwest after a nation-wide swing to meet with company managers and agents. He expressed himself as highly pleased with the quality and quantity of new business being received from northern California and the entire Pacific Coast.

He had expected to accompany the executives headed by J. Roger Hull and Leigh Cruess, who came through the same territory a week before, but was delayed by the American Life Convention, which he attended as a representative of the Life Presidents Association. Mr. Patterson addressed the San Francisco agency and also had luncheon with the East Bay agents in Oakland.

ACCIDENT

St. Louis Association to Hold Sales Congress Nov. 16

ST. LOUIS—The Accident & Health Underwriters Association of St. Louis will hold a sales congress Nov. 16.

Speakers and their subjects will be: George L. Dyer, Jr., Columbian National Life, St. Louis, president National Association of Accident & Health Underwriters, "What the National Association Is Doing to Promote and Stimulate the Sale of Health and Accident Insurance;" Thomas E. Sly, president St. Louis Mutual Life, "Fundamentals of Accident and Health Underwriting;" William W. Cole, assistant secretary and manager accident and health department General American Life, "Underwriting Accident and Health Insurance;" George H. Means, manager Metropolitan Life, "Selection and Qualification of Health and Accident Applicants," and Frank R. Philpott, general agent Monarch Life, "Principles of Accident and Health Presentation."

Frank Vesser, manager Reliance Life, is program chairman for the sales congress. Sydney Altman, Metropolitan Life, is president of the St. Louis association.

Hospital Service Actuary Reviews Special Problems

DETROIT—Actuarial problems in connection with hospital and surgical service plans were discussed before the Michigan Actuarial Society's meeting by W. C. Conley, actuary Michigan Hospital & Medical Service. A hospital or surgical service plan association is really an agency rather than an insurance company or association because the contracts it issues are not its own obligations, but are rather the obligations of the hospitals or doctors it represents. Thus relations with hospitals and doctors are particularly important.

Mr. Conley declared inflationary tendencies have a peculiar effect on service plan organizations because they tend to increase not only overhead expense but also affect, at least indirectly, the claim ratio. This is due to the fact that increased payments must be made by the service association to the hospitals to provide for the complete service provided by the policyholders' contract.

Okla. 4 Percent Premium Tax Is Again Upheld

OKLAHOMA CITY—The much-challenged 4 percent premium tax levied by the last Oklahoma legislature was again ruled constitutional, when Federal Judge Broadus denied the petition of Great Northern Life to recover \$8,193 paid under this tax levy, on the ground that the tax violated the 14th amendment through discrimination against out-of-state companies.

A similar petition filed by Lincoln National Life had previously been denied in the state court. It is believed that both cases will be appealed.

Three Banks Join Mass. Plan

Three more Massachusetts mutual savings banks have joined the life insurance system, making 141 banks in the plan, of which 111 are agencies and 30 issuing banks.

The new banks are the Charlestown Savings Bank, New Bedford Five Cents Savings Bank and the Warren Institution for Savings, Boston.

THE WOMAN'S BENEFIT ASSOCIATION

Founded 1892

A Legal Reserve Fraternal Benefit Society

Bina West Miller
Supreme President

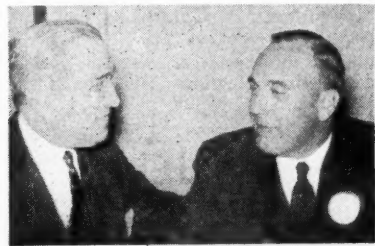
Frances D. Partridge
Supreme Secretary

Port Huron, Michigan

Sales Ideas and Suggestions

Agents Should Devote Their Time to Doing a Good Job

NEW YORK—Agents who are wondering whether they are making the proper contribution to the war effort by remaining agents should stop worrying and devote themselves to doing the best possible job until such time as they are classified and called into the armed forces or some activity which is temporarily more essential than selling life insurance. Irvin Bendiner, agent of New York Life in Philadelphia, told



Irvin Bendiner, New York Life, Philadelphia, guest speaker at the New York City C.L.U. chapter's first meeting of the season; and E. L. Reilly, general agent Penn Mutual, New York City, formerly of Philadelphia, who introduced Mr. Bendiner.

the New York City C.L.U. chapter. As to their value in the armed forces, Mr. Bendiner advised agents of 35 or older and with dependents not to "let their vanity override their common sense."

Unsound Development

One of the most unsound developments connected with the war is the tendency of civilians to worry about whether they should stick at their jobs or could do more effective work by joining the armed forces or going into war industries. The trouble with this point of view is that it ignores the essential role of civilian industries. Mr. Bendiner said that the real contribution of the life insurance business is not the sacrifices the home offices have made or the investments they have made in war bonds, but rather the influx of money to people completely dependent on life insurance proceeds. The institution of life insurance is measuring up and no war emergency will interfere with this function. It means introducing social security of a practical kind in every home and that is the major contribution of life insurance in wartime.

Mr. Bendiner gave 10 specific pointers: 1. Get your thinking in line with today's needs. No problem is greater than that of security and morale, as is evidenced by the government's war damage insurance, the Pepper bill to compensate civilian injuries, insurance on merchant sailors, and on commercial fishermen.

2. The nation can no longer expect play-by-play description over the radio of what is going on on the firing line so it is up to the life agent to exhibit confidence in the nation's leadership and stick to the job he is best fitted for.

Give Service a Meaning

3. Put service before selling but really give it a meaning. If this service work isn't done, not only for men going into the armed forces but for civilians as well agents should not be surprised if counsellors get in and give unsound advice.

4. There are plenty of prospects for men who want to go out and look for them but they must be sought in different industries. Small businesses are

mushrooming. The 1942 revenue bill's pension trust provisions are absolutely fair and are on a basis that offers the life insurance a big opportunity for service.

"Stress Protection"

5. Change your sales message. Stress not thrift but protection. People are worrying about survival rather than investments. Add the complement of war bonds for thrift.

6. You will have to change your hours of work, working nights, Sundays, Saturday afternoons. There is no longer such a thing as business as usual or 9 to 5 office hours. You will have to see the prospects when they can be seen.

7. Simplify your selling methods. The prospect is not interested in a long drawn out presentation. You can't use your car so much so use the telephone and direct mail.

Must Accept Responsibility

8. You will definitely have to accept responsibility and not sit around waiting to be told. You know and should tell the place of economy in the war effort, and the necessity to curtail standards of living voluntarily before it is enforced with the ugly word "regimentation."

9. "Won't you please keep your balance, keep your feet on the ground, stop being headline readers, help allay the fears of the general population? Insurance has moved through panics and wars and depressions."

10. "No business in this emergency is essential unless it is productive and you in life insurance become a vast army in building the morale and security of the nation and that is a tremendous war industry at the moment."

Million Dollar Producer Sets Forth Success Factors

DETROIT—Hard work, knowledge of the business and common horse sense are the three keystones of success in selling life insurance, Sidney Weil, Mutual Benefit million dollar producer of Cincinnati, told the Qualified Life Underwriters of Detroit. Clyde Manion, Equitable Society, who once played under Mr. Weil when he owned the Cincinnati "Reds," presided and C. C. Otto, general agent Mutual Benefit, introduced the speaker.

These three fundamentals of success are equally important and no fair degree of success can be achieved without all three of them, Mr. Weil declared. He spends more hours in the field than most producers, which he believes is one good reason why his production runs over a million a year. He believes that the more people he sees in the course of a day, the more business he will sell.

Knowledge Is Vital

Knowledge is vital to the underwriter who wishes to impress his prospects with his ability to solve estate problems. Unless such confidence can be built up in one's ability and capability, success in the business is impossible.

Horse sense shows in knowing not only enough to work hard and learn the business thoroughly, but also in knowing what to say to each prospect to make him a policyholder. No two men are identical in their thinking any more than in actions, and an argument that may clinch a case in one instance may lose it in another. A man must depend on his common sense to guide him in

his interviews. Common sense will also prevent his talking a prospect into a sale and then out of it again before the application is signed.

Doesn't Waste Time

He realizes that his prospects' time is valuable and therefore takes as little of it as possible, knowing that he will be a much more welcome visitor if he gets promptly to the point and wastes no time. These are only a few matters in which horse sense helps the underwriter to avoid the pitfalls of the less wary agents and to make the most of every interview, as well as to know which prospects to call on and which to avoid. Not all prospects are worth calling on, and a call on a man who is not truly a prospect is a waste of the underwriter's time, which is one of his most valuable assets.

E. P. Balkema, manager Northwestern National and state chairman of war bond sales, reported that Detroit life agents have been responsible for installing payroll deduction plans that now yield \$601,000 per week or \$31,252,000 per year in bond sales. Plans were installed in 93 percent of all plants approached, representing 10.6 percent of the total payrolls.

Salary Savings Held Key to Wage Earner Market

Bankers National Life of New Jersey is placing special emphasis on salary savings as a means of reaching the prospering wage earner market. A Sales Research Bureau survey shows that industrial agents are writing three times as much ordinary in the wage earner market as are ordinary agents. Leo Arffman, manager Bankers National salary savings department, points out. As the wage earner market is accounting for 30 percent of all ordinary applications written, it merits special attention.

Doesn't Have to Change Habits

It is difficult for the average ordinary agent to adjust his sales procedure to the industrial market but through salary savings he can contact this growing field without changing his usual work habits, according to Mr. Arffman. Once the employer is sold on a salary savings plan the agent has an exclusive entree to the employees and he can make arrangements to interview them either at the shop or home.

Using the industrial principle of selling even units of monthly premium payments, Bankers National men are finding it profitable to quote unit savings of \$2, \$3, etc., a month. A simple proposal graphically illustrates what a small monthly savings will do. A part of the proposal is devoted to social security benefits. The Bankers National retirement income plan at age 65 ties in perfectly with social security and the two when coordinated leave the buyer with a real sense of service.

Medium for Creating Goodwill

Finding the employer who is willing to recognize his employees' authorizations for payroll deductions provides little test for salesmanship. Today's ever expanding war industry offers cases galore where the employer is sympathetic. Not many employers can conscientiously refuse to participate to the extent of making deductions only when it is pointed out that the firm alone makes it possible for its employees to buy the regular plans of life insurance on a convenient monthly payment plan. The creating of goodwill through this simple expedient cannot be stressed too often to the employer whose labor troubles need solution.

Study the "Master Contract Plan"—it's simple and most saleable. \$2. Order from National Underwriter.

Key Man Cover Sales Possibilities Shown

The possibilities for the sale of key man corporation and partnership life insurance are demonstrated by the 1942 record of Raymond W. Frank, Caperton agency State Mutual Life, Chicago. Last year Mr. Frank wrote \$1,391,000 business on pension trusts and personal business, none of it being corporation key man insurance. Since January, Mr. Frank has paid for over \$1,000,000 new business, \$530,000 being on key men and the balance split between pension trusts and personal cases. As the new tax bill has been passed there will be new opportunities for pension trust business, Mr. Frank pointed out.

Corporations used to worry about making enough money to be able to carry key man insurance but now their principal worry is taxation as they are making plenty of money. In fact they are making so much money that they are able to pay the taxes and buy insurance too, Mr. Frank pointed out.

Corporations are recognizing more than ever before the value of their key men. Younger understudies of key men are either being drafted or are reserve officers while others are being pressed into war work as specialists. Consequently there is less possibility of replacing key men and corporations appreciate their value more. Most of them are older, family men so there isn't any possibility of them going into service so that the only way they may be lost to the corporation is through death, Mr. Frank said.

Ralph Hoyer Delivers Proceeds to Policyholder at Jackson, O., Aged 96

Ralph W. Hoyer, general agent at Columbus, O., for John Hancock Mutual, Tuesday delivered checks totaling \$2,838 to Robert S. Campbell of Jackson, O., who matured his life insurance as endowments by outliving the mortality table and attaining age 96. Mr. Campbell is a retired farmer and stock dealer. He bought the insurance when he was 60 years old from W. A. Inman of Portsmouth, O., who is now dead. There was a \$1,000 policy and another for \$2,000 on which he had not paid premiums for the past year or so. In the 70 years of the Columbus agency of John Hancock this is the first case of its kind. Mr. Hoyer is a trustee of the National Association of Life Underwriters.

Give Prizes for Sales to Women, Children and Men Beyond Age 45

COLUMBUS, O.—Midland Mutual is currently conducting a campaign in which war bonds are offered as prizes for the best records in selling to women and children and men beyond age 45. The purpose is to cause the agents to concentrate in their prospecting on these classifications because of the sales opportunities and also to prevent agents from becoming unsettled mentally by associating entirely with younger men. The results have been excellent. Several agents have taken a new lease of life when they have discovered the field that these groups provide.

Roland M. Cagle, brokerage supervisor of the J. Bruce MacWhinney agency of John Hancock Mutual Life in Newark has resigned to become head of the life insurance department of J. I. Kislak, Inc., general insurance, in Jersey City.

Increasing Their Life Insurance

(CONTINUED FROM PAGE 3)

with the number applying for insurance, average insurance applied for, and average amount owned, are:

Occupation	No. App. Ins. for	Aver. Ins. Amt. Owned
Textiles, leather goods and their products—executives and owners	11	\$8,635 \$54,351
Machinery, metals and metal products—engineers, executives and owners	75	8,422 20,096
Hotels and innkeepers—owners and managers	24	8,414 4,138
Banks and finance companies—executives and officials	17	8,218 16,500
Physicians and surgeons	37	7,973 20,069
Attorneys-at-law	28	7,842 12,410
Oil production and refining—engineers, executives and owners	34	7,405 8,666
Quarrying, mining and mineral refining—engineers, executives and owners	14	7,357 8,374
Building contractors and subts.	63	6,787 4,982
Lumber and wood products—executives and owners	32	6,128 7,239
Aircraft manufacturers—executives and engineers	15	5,147 8,896
Ordinance plants and works—executives and engineers	13	5,146 5,567
Shipbuilding—executives and engineers	9	5,018 1,833
Dentists	29	4,605 9,340
Jewelry stores & jewelers	20	4,605 9,833
Printing, engraving and paper products executives and owners	28	4,543 4,440
Investment brokers and salesmen	9	4,432 8,167
Wholesale commission and import houses—executives and owners	16	4,377 5,400
Tobacco products—wholesale and retail	14	4,214 2,929
Building materials, ice and fuel—owners and managers	14	4,212 3,944
Chiropractors	6	4,196 16,500
Architects and draftsmen	30	4,149 3,567
Small arms manufacturers—executives and engineers	5	4,000 4,000

The strong, constructive efforts of life insurance field men who have done so much toward the wide sale of government war bonds, again are evident in encouraging increasing numbers of workers in defense industries to direct their excess earnings into the anti-inflationary, highly beneficial, family and self-protection opportunities furnished by life insurance companies, Mr. Parker concluded.

Selection Men Elect Alport as President

(CONTINUED FROM PAGE 3)

joined the institute on the opening day, Mutual Savings Life of St. Louis, Family Fund Life of Atlanta, and Beneficial Life of Salt Lake City, bringing the total to 100.

D. B. Alport, assistant secretary of Business Men's Assurance, the new president of the institute, served as executive vice-president the past year, and has long been active in its affairs.

On Thursday afternoon the case clinics were held. Harry J. Simons, chief underwriter Bankers Life of Nebraska, and Carl W. Huber, supervisor of underwriting Bankers National Life, were co-chairmen of the ordinary clinics, while the industrial round table was presided over by William E. Stovall, manager of the industrial department of Gulf Life, and C. T. Yates, industrial underwriter of Life & Casualty.

As life insurance develops with the changing social, economic and military order of the world, the underwriter's problems become more complex, Mr. Jones said in his talk. He must be able and prepared to meet these problems in

a way to fulfill his obligations to the company, the agency staff, and at the same time deal fairly with the public.

Agents are going through a critical period, he said. Some prospects are practically eliminated, and there is a trend of new business from the white collar to the blue shirt worker. The agent must work longer hours. He

ager of the Hooper-Holmes Bureau, Chicago, "Ordinance Plants."

In general Messrs. Smith, Woodsmall and Meacham discussed general plant conditions, classification of jobs, safeguarding against the health hazard, and whether the present manual ratings are applicable to the particular work involved.

Maclean Advocates Conservative Plan

(CONTINUED FROM PAGE 2)

statements that substitution of a more modern mortality table would in itself make no significant change in the cost of insurance, Mr. Maclean said that there has been considerable public misunderstanding on this subject and that specific attention was paid to this point in the first report of the Guertin committee. Such changes as are being made or contemplated in the system of nonforfeiture values may result in a substantial increase in the future in the cost of insurance to continuing policyholders, he said. This is due to the fact that reserves are somewhat higher by a modern table because of the steeper curve of the mortality rate while net single premiums are lower, the result being a higher nonforfeiture value. These values are further increased by the use of a lower interest rate or by a more liberal basis of surrender charges.

Premium and Reserve Changes

In connection with changes in the premium and reserve basis and the consequent revision of policy forms, the question of the basis of guarantees for optional modes of settlement should have the most careful consideration, Mr. Maclean warned. He said that within proper limits settlement options may be regarded as an essential part of the insurance contract but it is of the utmost importance that in the future the guarantees involved should be on an extremely conservative basis.

Mr. Maclean pointed out that when settlement options came into general use 35 years ago the need for a stringent mortality basis was not fully recognized but the rate of interest adopted was, in view of current and probable future earnings, no more than a nominal guarantee leaving an apparently wide margin for expenses and for possible reduction in the earned rate. However, conditions have changed and in some cases losses are likely to be sustained in the future on this account.

Examination Requirements

Discussing the examination requirements of the society and the institute Mr. Maclean said that the length of time required to attain fellowship in the two organizations and the apparent remoteness of the prospect of ultimate success for the average candidate are not good for the actuarial profession. He expressed the view that part of the solution lies in a reduction both in the range of subjects included in the syllabus and in the volume of the prescribed leading. More emphasis might well be placed on those fundamental and practical matters which should be familiar to every actuary and less on subjects which are either only indirectly connected with the usual functions of an

C. L. U.

Newark C.L.U. to N. Y. Meetings

Members of the Newark C.L.U. chapter have been invited to attend the meetings of the New York chapter, and have accepted. Twice a year the Newark chapter will hold meetings of its own in Newark, one of which will be open to all life men throughout New Jersey. Howard C. Lawrence, Lincoln National, is president.

Chapter in Memphis

A C.L.U. chapter has been organized in Memphis, Bruce Blalock, Travelers, being elected president; W. P. Brown, Union Central Life, vice-president, and W. T. Buckner, New York Life, secretary. W. F. Hughes, Massachusetts Mutual, was named chairman of the educational committee.

Dr. Williams at Columbus

COLUMBUS, O.—Dr. John P. Williams of the American College will address the Columbus C. L. U. chapter Oct. 28.

actuary or which are of interest chiefly to the specialist, he said.

At the Monday meeting of the Actuarial Society the following formal papers were presented:

"On the Formulae of Computing the 'Exposed to Risk' in Constructing Mortality and Other Tables From the Individual Records of Insured Lives," by H. H. Wolfenden, consulting actuary, Toronto.

"Annual Statement Entries Under Company Retirement Plans for Agents and Others," by Harold A. Garabedian, assistant actuary John Hancock Mutual Life.

"Some Basic Principles and Mathematical Tables Related to Agents' Compensation," by Richard C. Guest, actuary State Mutual Life, and E. M. McConney, vice-president Bankers Life of Iowa.

"Premium Rates, Reserves and Non-Forfeiture Values for Participating Policies," by Horace R. Bassford, actuary Metropolitan Life.

Recruiting Los Angeles Topic

The Life Insurance Managers Association of Los Angeles at its meeting Oct. 26 will have a panel discussion on "Recruiting," particularly in face of the present war situation.

Walter G. Gastil, Connecticut General Life; Beryl Blevins, Occidental Life; Rollo R. Hays, Jr., New England Mutual Life, and Phineas Prouty, Jr., Connecticut Mutual Life, will discuss the subject.

Many Problems Up in Newark

The Life Insurance Cashiers Association of Newark will hold a dinner meeting Oct. 28. There will be a general discussion on office help, salary situation, advice to policyholders relative to military service, disability clauses and double indemnity clauses, also war service. Each member present will be asked to review his company's attitude toward all of the questions under discussion.



D. B. ALPORT

needs the unlimited cooperation from the underwriting department.

He said that the executive committee hopes before long to install an educational course in underwriting for the members.

The home office underwriter must possess a well rounded educational background to fit him for coping with the complexities of present day life underwriting, Henry H. Jackson, actuary of National Life of Vermont, said in his talk on "Education of the Underwriter." He must have a clear understanding of his job and be well balanced in his thinking.

The time and place of the 1943 annual meeting, if one will be held, are to be selected by the executive committee. It was voted to send the institute's greetings to members in service. They will be kept advised of the activities of the organization.

W. H. Harrison, actuary and assistant secretary, Ohio National Life, served as chairman of the Friday morning session, an informal discussion of current topics.

J. H. Miller, chief underwriter, State Farm Life, presented a prepared discussion of the paper on reinstatement given by Robert B. Caplinger, chief underwriter of Reserve Loan Life. Morley H. Ringer, general manager of Hoosier Farm Bureau Life, discussed the paper of Charles J. Smith, Pan-American Life on civil defense.

Discuss Wartime Applicants

"Wartime applicants," the paper by Hugo L. Soll, Capitol Life of Denver, was discussed by Carl M. Young, statistician Farmers & Bankers Life.

William A. Field, secretary St. Louis Mutual Life, presided over the final session, which started off with the talk on "The Effect of Minor Impairment" by Dr. H. C. McAlister, reinsurance medical director of Lincoln National Life.

A symposium on hazards in war industries followed. Howard C. Smith, division manager of Retail Credit Company, dealt with the "Manufacture of Airplanes"; Barrett M. Woodsmall, vice-president, American Service Bureau, Chicago, with "Shell-loading Plants," and F. David Meacham, division man-

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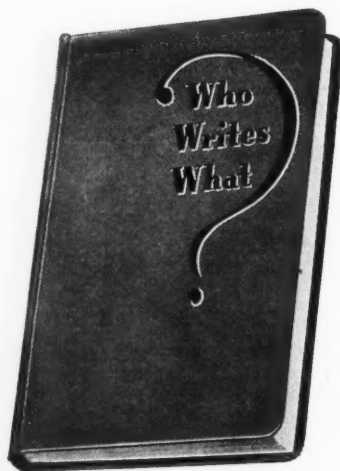
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